



Sharing Your Sustainability Story on Social Media

The M Dream Team!



- ▶ Meghan Vergara & Megan Scott
- ▶ Our background's & why we love working together
- ▶ Why we are passionate about sustainability

Why Use Social Media?



- ▶ Wine is culture AND climate is culture
- ▶ Educate, inform and entertain
- ▶ Share your story and create brand loyalty
- ▶ Leverage social media algorithms to increase SEO and target audience
- ▶ Our focus is Instagram and Facebook

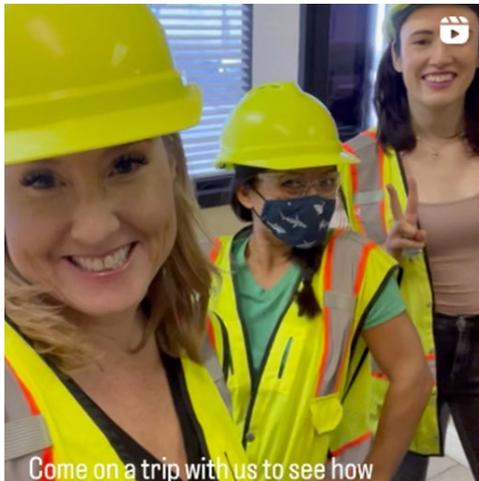
Pillars of Sustainability



- ▶ The Pillars of Sustainability in wine and the importance of clear and inviting communication surrounding this topic.
- ▶ New 7th pillar – we invite you to help us Communicate
- ▶ Post and tag us
- ▶ Share our content

Talking About Sustainability in a Public Forum

- ▶ Start where you are at.
- ▶ Be genuine, be educational, be warm in tone.



Authenticity



Connection



Engagement

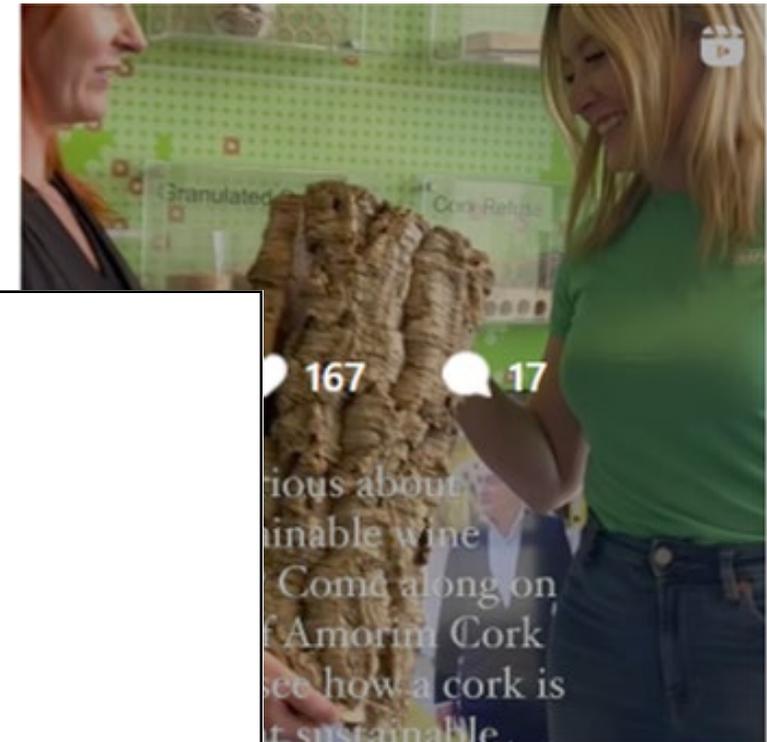


Reciprocity

Put out good will on social media and watch it come back to you!

Social Media is SOCIAL

- ▶ We are not talking AT people; we are talking WITH them.
- ▶ Social media is not the same as other forms of media.
- ▶ Be timely and appropriate and curious.



Join Us



- ▶ We are inviting people to share in the conversation with us and grow in knowledge, passion, and meaningful action alongside Napa Green.
- ▶ Social Media is evolving as fast as sustainability is and the best way to advance is by being open, honest, and communicative in clear and welcoming ways.

Hot Tips

- ▶ Follow, like and comment on like-minded accounts and wineries also working in Sustainability.
- ▶ Follow hashtags surrounding the topic [#sustainability](#) [#sustainablewine](#) [#sustainablebusiness](#) etc.
- ▶ Have fun! People go to social media to check on their favorite people and brands as a mental break from their day. Make it interesting for them.
- ▶ Be accurate but not obsessed with perfection.



Don't Fear the Naysayers



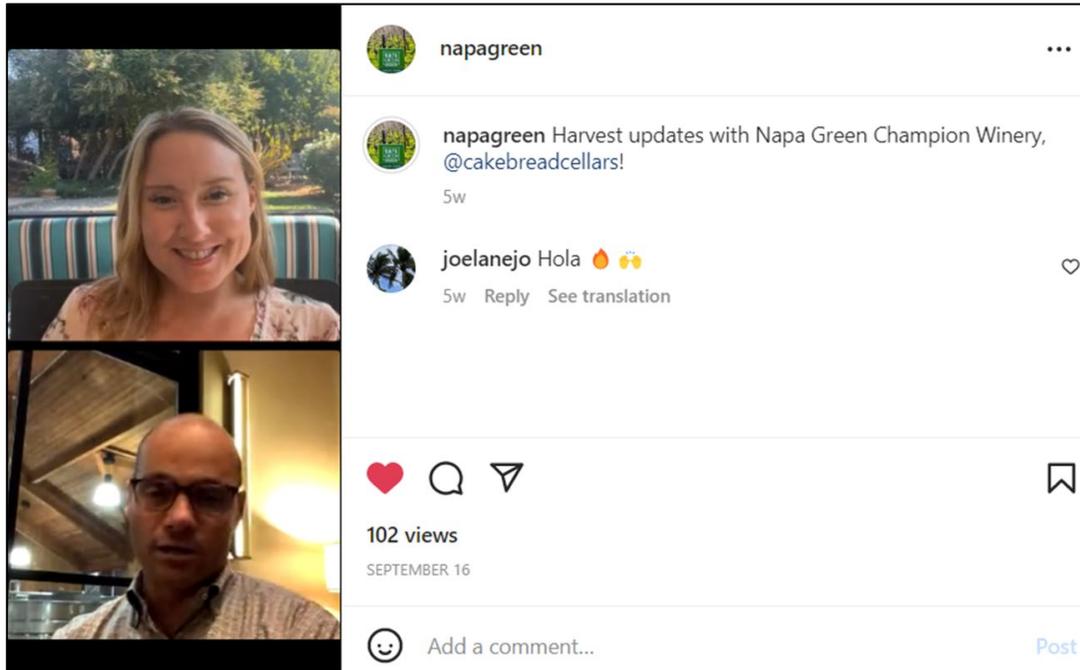
- ▶ Don't be afraid of a few naysayers. Attention is the commodity. If you have their attention, you've won.
- ▶ Be ready with thoughtful and measured responses. Have them prepared ahead of time.
- ▶ You can often turn what seems to a naysayer into a fan with a warm and thoughtful comment acknowledging their concerns.

Share your Sustainability Story

- ▶ Base your content around the 7 Pillars of Sustainability and do what is special and unique to your winery story.
- ▶ Each winery and region have a unique approach to Sustainability – a ‘terroir’ if you will that suits it specifically. Highlight that!
- ▶ Not sure where to start? Ask your team what they are excited about.



Instagram Live



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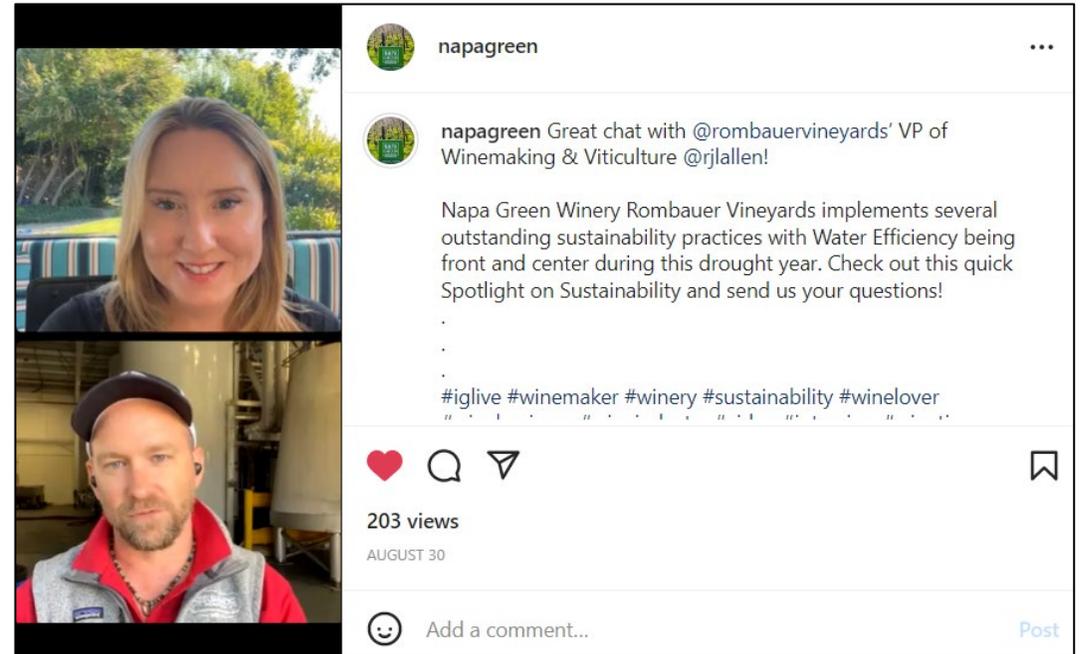
napagreen Harvest updates with Napa Green Champion Winery, @cakebreadcellars!
5w

joelanejo Hola 🍷 🍷
5w Reply See translation

102 views
SEPTEMBER 16

Add a comment... Post

@cakebreadcellars



napagreen

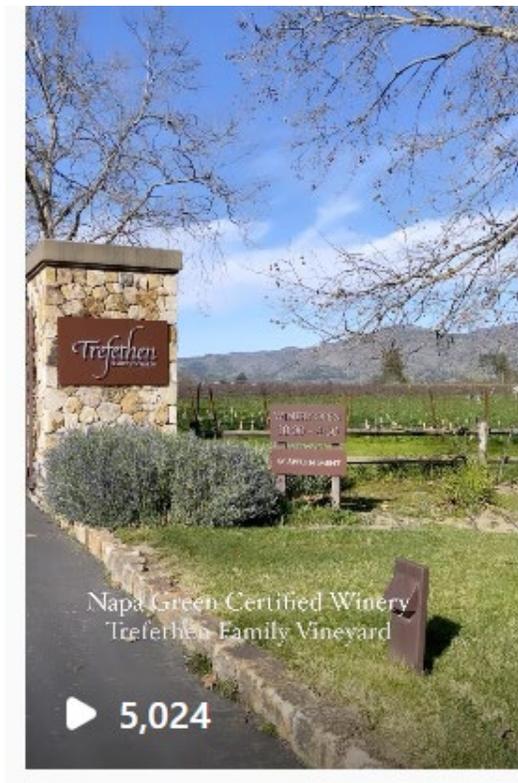
napagreen Great chat with @rombauervineyards' VP of Winemaking & Viticulture @rjlallen!
Napa Green Winery Rombauer Vineyards implements several outstanding sustainability practices with Water Efficiency being front and center during this drought year. Check out this quick Spotlight on Sustainability and send us your questions!
#iglive #winemaker #winery #sustainability #winelover

203 views
AUGUST 30

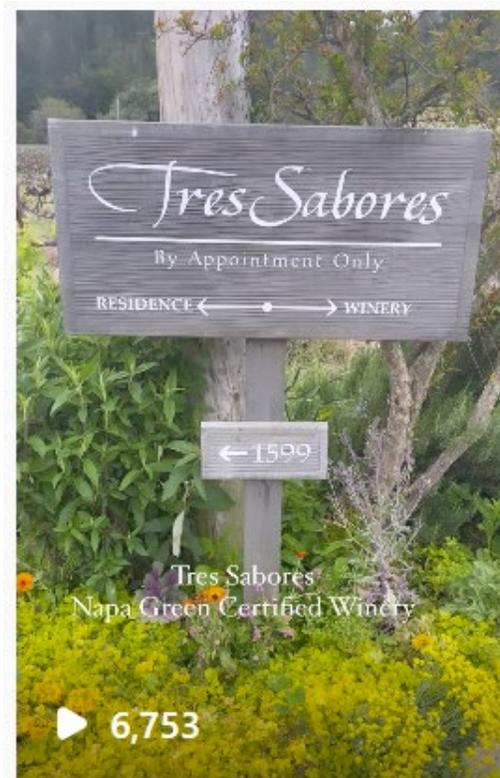
Add a comment... Post

@rombauervineyards

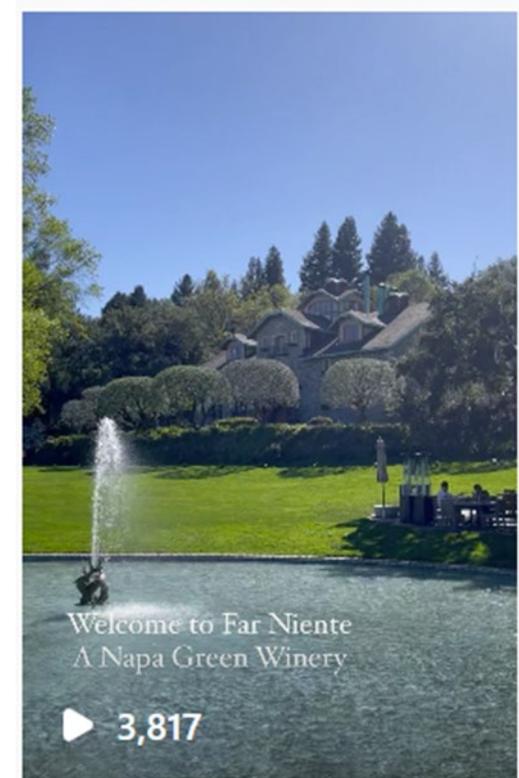
Napa Green Winery Reels



@trefethenfamily



@tressabores



@farnientewinery

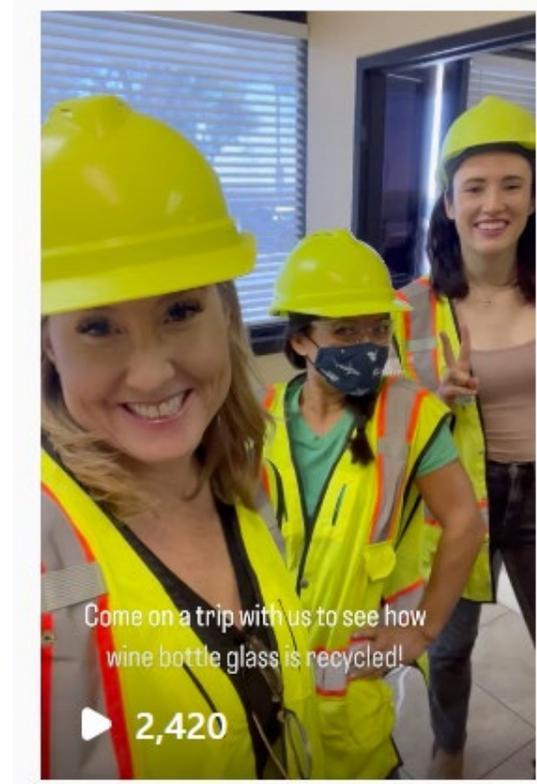
Education



@amorimcorkamerica



@naparecycling



@strategicmaterials

Hosts & Champions



@chimneyrockwinery



@cakebreadcellars

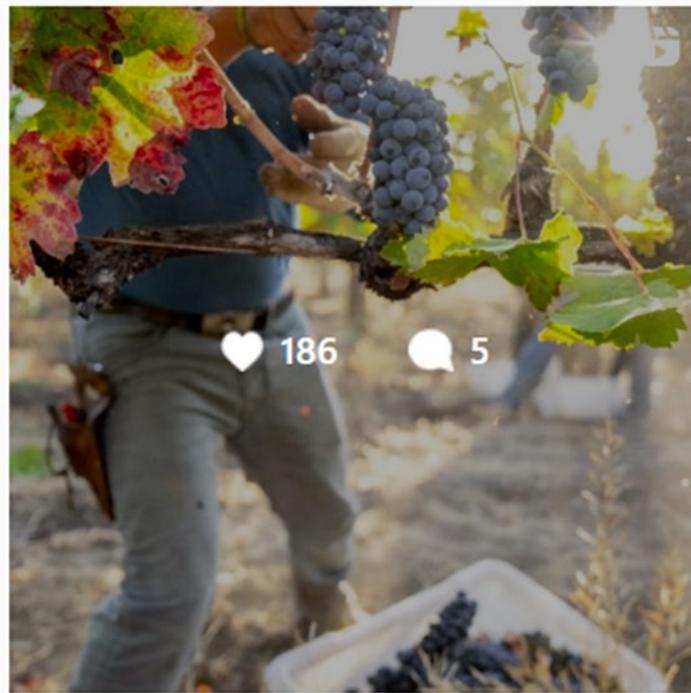


@trefethenfamily

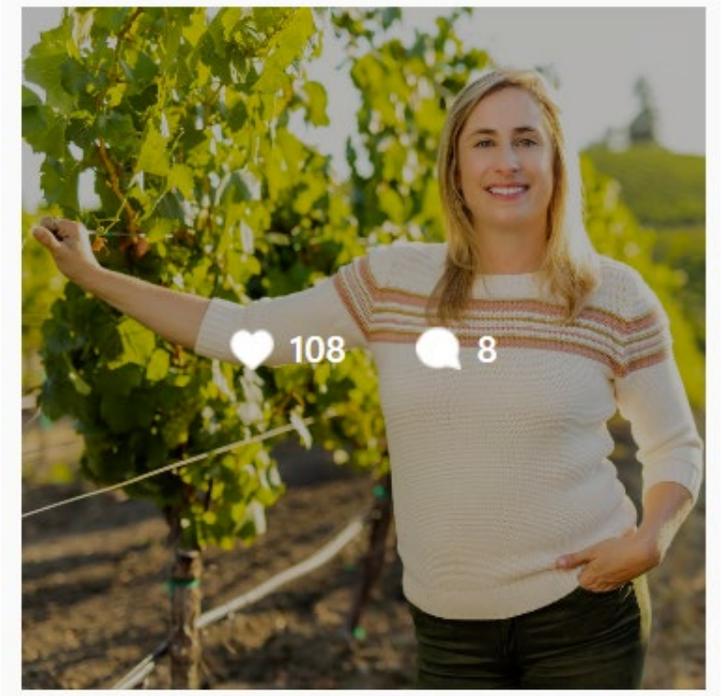
Green Wineries In Action



@frankfamilyvineyards



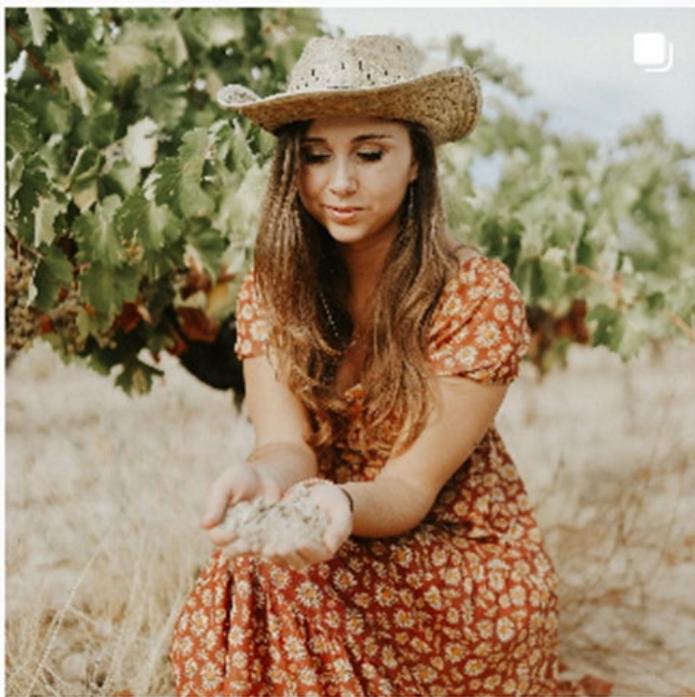
@tressabores



@domainecarneros

Influencers

Paige Comrie



@winewithpaige

Kelly Mitchell



@ kellymitchell

Mindy Spencer



@ caliwinegal

Share Your Sustainability Story



Authenticity



Connection



Engagement

Message us – we're happy to give tips and best practices!

Thank You



- ▶ Follow: [@napagreen](#) on Instagram
- ▶ Tag us in your posts!
- ▶ Questions?
Email: megan@napagreen.org
Email: veritasconsultants1@gmail.com

Thank you for being Napa Green certified and supporting us!