



# 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

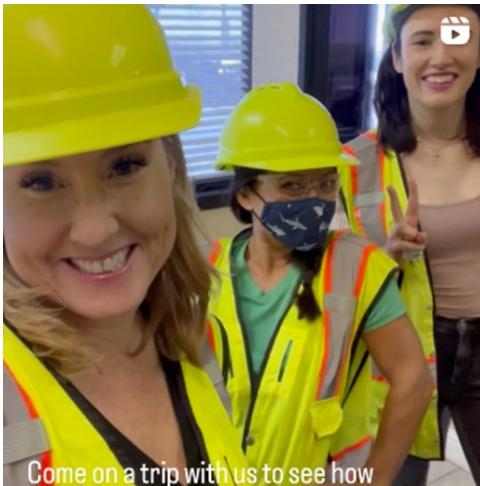
# Pillars of Sustainability



- ▶ 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



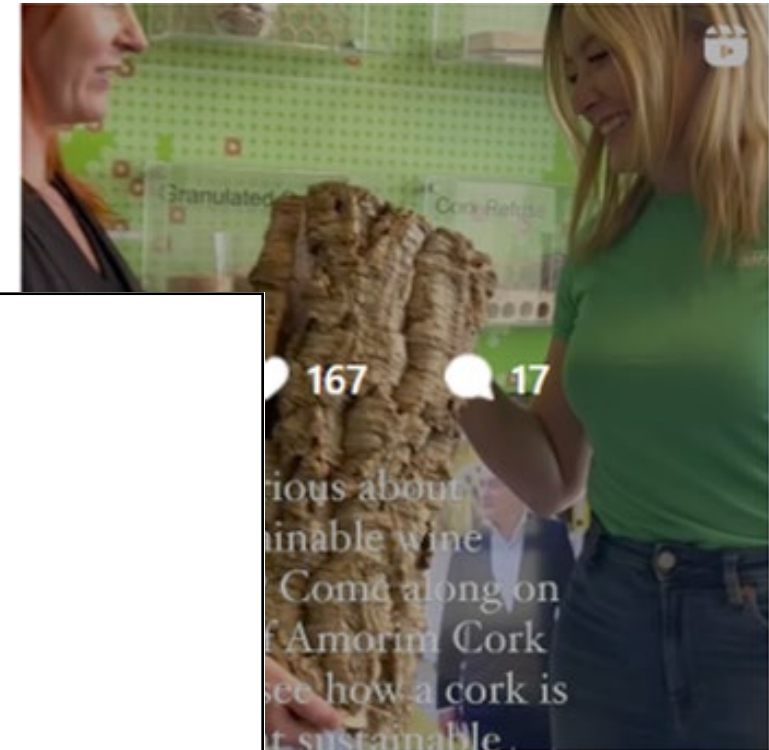
Reciprocity

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 curiosity.



# 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



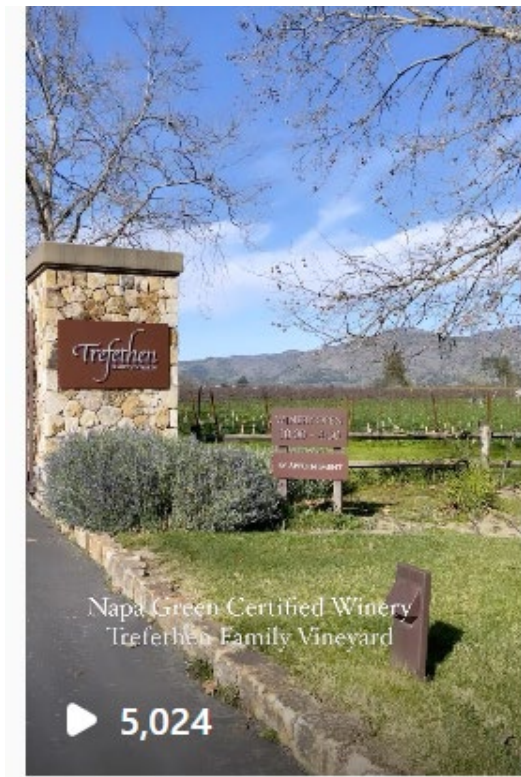
@cakebreadcellars



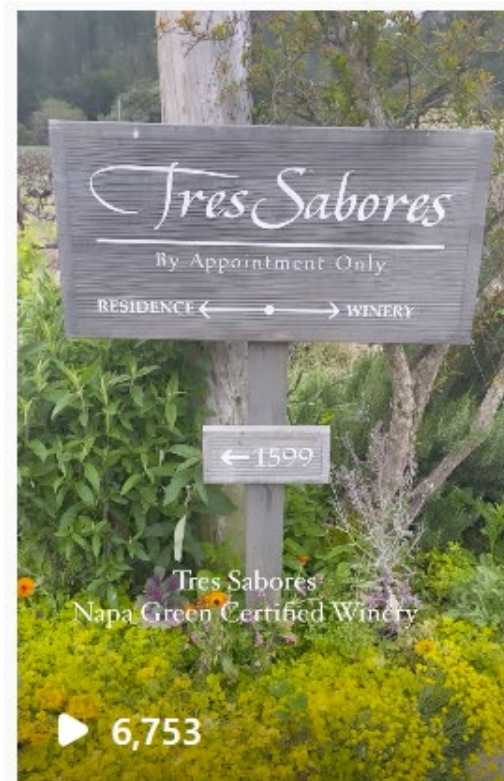
@rombauervineyards



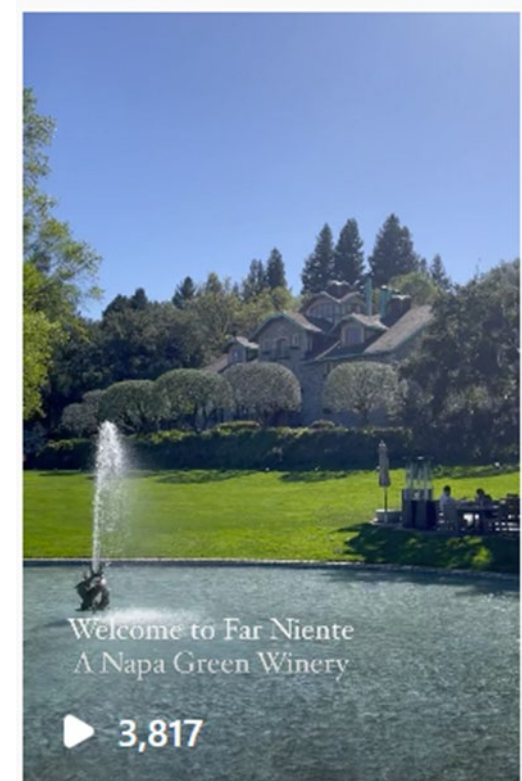
# Napa Green Winery Reels



@trefethenfamily



@tressabores

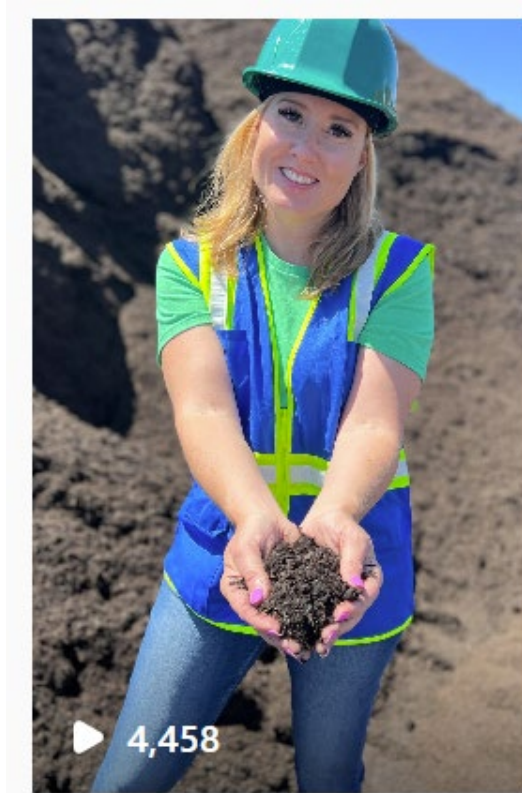


@farnientewinery

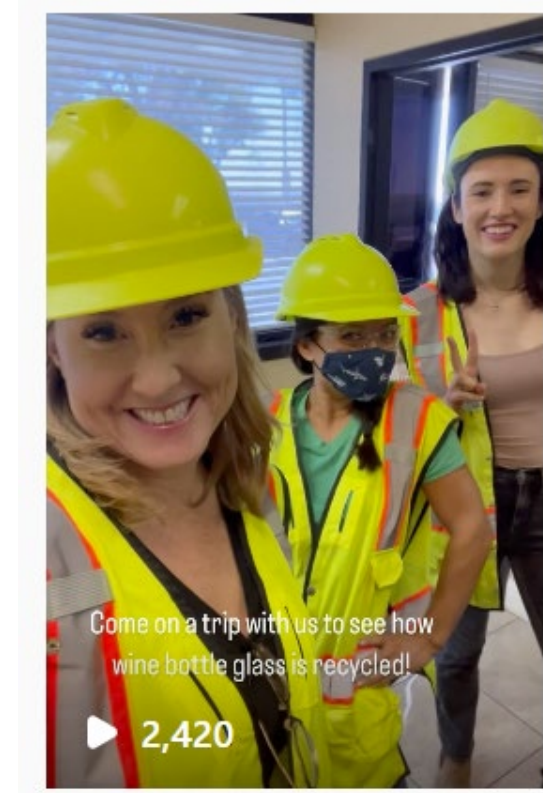
# Education



@amorimcorkamerica



@naparecycling



@strategicmaterials



# Hosts & Champions



@chimneyrockwinery



@cakebreadcellars



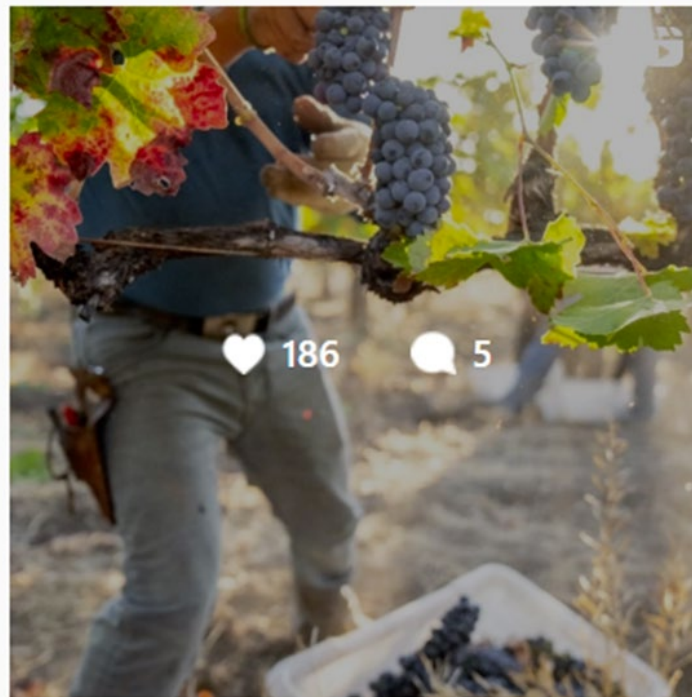
@trefethenfamily



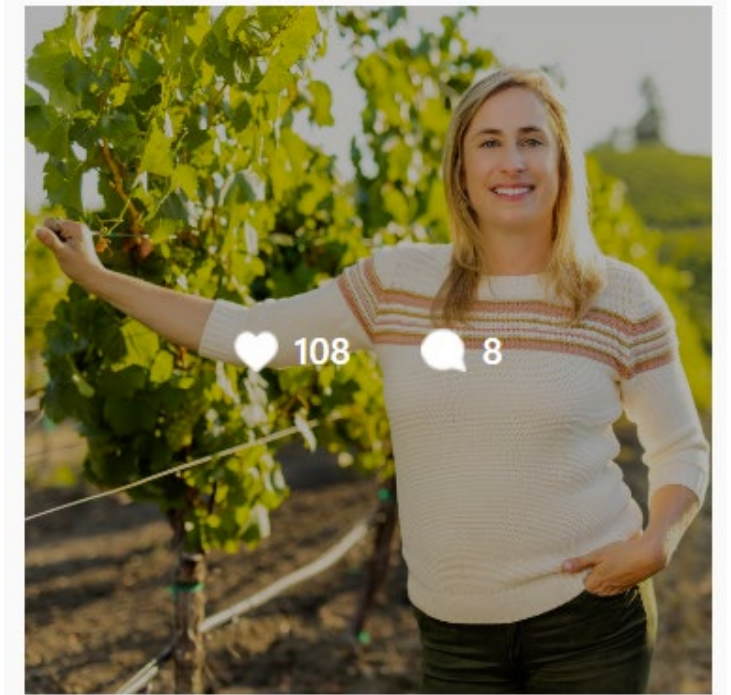
# Green Wineries In Action



@frankfamilyvineyards



@tressabores

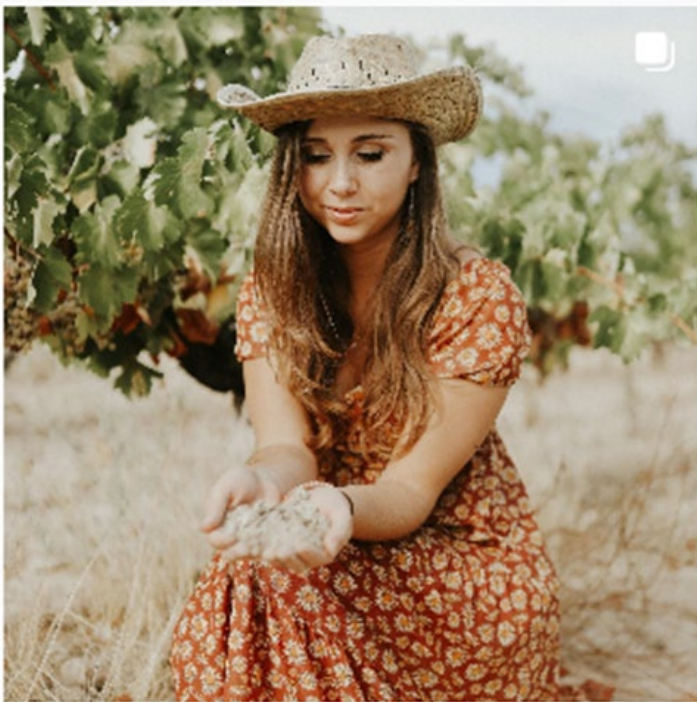


@domainecarneros



# 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](mailto:megan@napagreen.org)  
Email: [veritasconsultants1@gmail.com](mailto:veritasconsultants1@gmail.com)

Thank you for being Napa Green certified and supporting us!