



# **SOCIAL MEDIA TOOLKIT FOR ONTARIO WINERIES**

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**PREPARED BY VERITAS COMMUNICATIONS  
FOR WINE COUNTRY ONTARIO**

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# INTRODUCTION

This toolkit gives an introduction to social media and provides you with insights and strategies about how to communicate with your customers in this ever-evolving space.

Inside is a broad look at the current state of social media followed by an analysis of the different social networking platforms and the roles they play in supporting your business. You will learn terminology, tools, how to get started (if you haven't already), the importance of monitoring the conversation, and tips for turn-key activation.

We encourage you to thoroughly read the toolkit and determine which social media channels you feel most comfortable using and which ones would best help you to successfully launch (or enhance) your winery's voice online. You will also see the importance of making this communication channel part of your overall marketing and communications strategy.

Once you get started, you will quickly reap the benefits of engaging with consumers in the social media space by providing a level of service and communication like never before.

# THE IMPORTANCE OF SOCIAL MEDIA

## OVERVIEW

Canadians are some of the most avid users of the internet in the entire world – more than **81%** of our population is active online. What's even more staggering is **how much** we use the internet. Canadians spend **43.5 hours** online per month on average, which is nearly double the worldwide average, and **8 hours** more than the U.S. (Source: Statistics Canada, October 2011.)

**70%** of Canadians say they use social media. **Half** of them visit social media sites every day and one third say they are using these sites even more than last year. Canadians are the **top users** of both **online video** and **LinkedIn** worldwide, **number four** for **Facebook** adoption, and **number six** worldwide on **Twitter**. (Source: Statistics Canada, October 2011.)

Regionally, Internet adoption in **Ontario is higher** than anywhere else in Canada.



### CANADIANS' INTERNET USAGE AT A GLANCE

- Active social media users skew younger but spread across all age groups:
  - 86% of users 18-34 engage in social media daily
  - 64% of users 35-54 engage in social media daily
  - 43% of users 55+ engage in social media daily
- The numbers above demonstrate that younger consumers are heavily involved in social media. To reach the 18-34 age group it is essential to have a presence online. If wineries are successful in reaching this age group, they will have a strong influence on this consumer's perception and image of Ontario wines, which can shape long-lasting purchasing decisions.
- 37% of online Canadian women visit a social networking site, compared to 24% of men.
- Facebook is dominant in Canada, but Twitter and LinkedIn are gaining ground.
- Most (86%) of Canadians with a social media profile use Facebook, a percentage essentially unchanged since 2009 (85%); over the same period Twitter use has grown exponentially, from almost none (<1%) in 2009, to 19% in 2011.
- LinkedIn use has doubled, from 6% of socially networked Canadians in 2009, to 14% in 2011.
- Online video streaming (YouTube and others) averages 251 videos or 17 hours per month per user (up 37% over last year).

- Canada is full of Apple-lovers: Apple's iPhone, iPad and iPod touch accounted for 83% of mobile internet traffic in Canada in May (Source: comScore, May 2011).
- Canadians use iPads to access the internet more than anyone else on the planet; 33.5% of non-computer traffic comes from iPads (Source: comScore, May 2011).

## MOBILE: A MAJOR PLAYER IN THE SOCIAL MEDIA SPACE

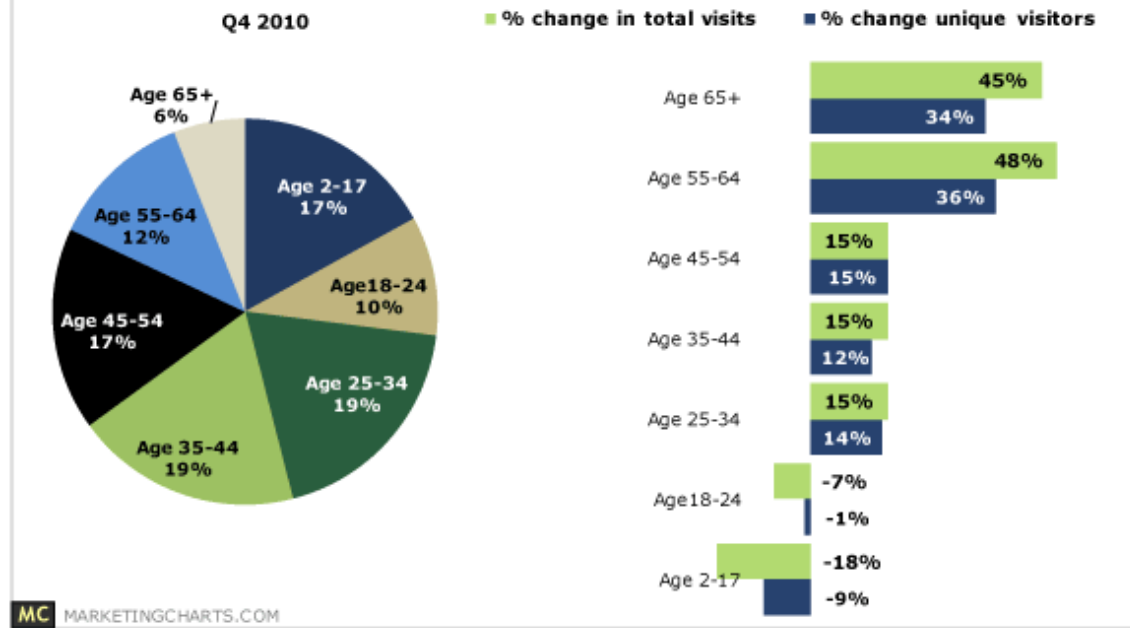
Canada is also among the top countries in the world for mobile device traffic, relative to population size. In a report on non-computer (mobile) device traffic during the month of May, Canada topped the list of 13 selected countries. (Source: comScore, May 2011). According to an Ipsos Reid syndicated study, the *Inter@ctive Reid Report*, March 2011, 48% of Smartphone owners use their devices to check social networking sites (Facebook and Twitter), an increase of nearly twenty points since previously measured in the spring of 2010.

"Mobile users are not only engaging with their friends through social networking, but a majority are also interacting with brands in these social media environments. Knowing that fans and followers engage with branded content on mobile devices opens the door to a world of opportunity for location-based services." (Source: Mark Donovan, comScore senior vice president for mobile).

## Social Media Growth in Canada

Users by age, % change from 2009

**Q4, 2009 v. 2010**



The following toolkit provides an outline of the most popular social media tools and tips on how to start using them to maximize exposure for your winery and engage with consumers like never before.

# BEFORE YOU GET STARTED

## SOCIAL MEDIA STRATEGY WORKSHEET

Before getting your feet wet with social media, think about what you are trying to achieve by entering the online space and write these thoughts down on paper.

### Considerations include:

- **What is the goal you are trying to achieve?** For instance, 'create awareness for your winery online', 'drive visitors to visit your winery', 'demonstrate what makes your winery unique', or even, 'offer customer service to consumers online.'
- **Who is the intended audience?** Is this demographic active online? Are you using the appropriate channel to reach them? (Target audiences could include families, bridal parties, eco-tourists, or cyclists as well as wine connoisseurs.)
- **Are there any other factors that should be considered?** What could go wrong? What are you doing in your other marketing efforts that could be extended through social media channels? A social media strategy should also reflect and be part of your overall marketing and communications strategy. What kind of resources do you have available and who will be responsible for content creation and management of your social media properties. Do you have key partners that could play a role in your efforts?
- **What does success look like for you?** How you measure success? The response to these questions may differ depending on your goal.

By spelling out your objectives, it helps to make sure your activities in social media support your overall business objectives and it helps you to stay on track when crafting content to feature in social media.



# FACEBOOK PAGES

## WHAT YOU NEED TO KNOW TO GET STARTED

Facebook is a social networking service and website that launched in February 2004, which is operated and privately owned by Facebook, Inc., headquartered in Palo Alto, California. As of July 2011, Facebook had more than 800 million active users. Users must register before using the site, after which they may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People From Work" or "Close Friends". Facebook allows any users who declare themselves to be at least 13 years old to become registered users of the site.

**FUN FACT:** The name of the service stems from the colloquial name for the book given to students at the start of the academic year by some university administrations in the United States to help students get to know each other.



## WHY YOU NEED TO KNOW ABOUT FACEBOOK

Facebook has become an integral part of marketing and communications – it is what TV was to advertisers in the 1960s. With 86% of Canadians with a social media profile using Facebook, it is highly recommended that your winery develop and sustain a brand Page on Facebook to raise awareness for your winery and to market your unique offerings.

Being active on Facebook allows you to not only communicate directly to your target audience, for free, but engage with them in a meaningful way and foster new relationships with potential customers. It provides an opportunity to have a two-way dialogue, create connections and share information instantly.

One of the best features about Facebook is that it truly is a social network. When fans interact with your brand Page and “like” or comment on a post, their engagement is shared with their network of friends – giving your winery even more exposure.

Furthermore, users who “like” a brand Page say their purchase intent increases by 36% (Source: DDB Worldwide).

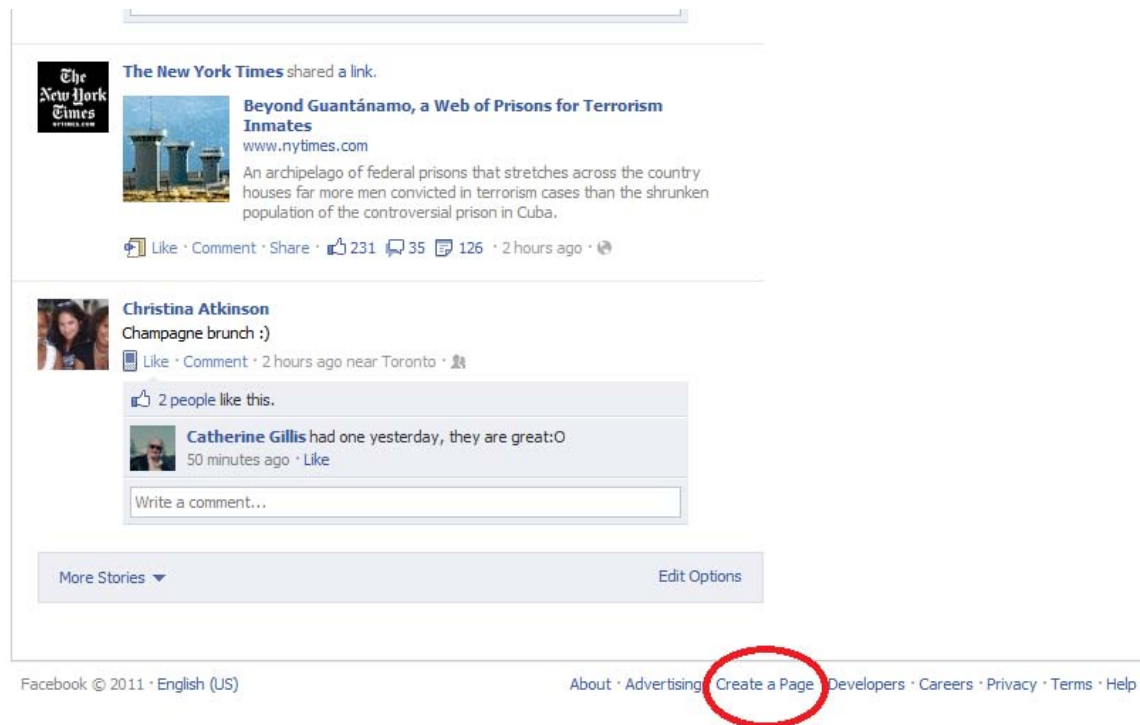
For examples of some terrific brand Pages on Facebook, take a look at [Red Bull](#), [Coca-Cola](#), [Disney](#) and [Jones Soda](#) and pull some ideas from how they interact.

## HOW TO GET STARTED ON FACEBOOK

Facebook Pages are different than profiles. Individual users have a profile, but businesses/organizations have a Page. A Page is a user-friendly tool that allows you to proactively engage with your fans about your winery and share relevant and interesting content. Your winery can launch a brand Page for free and create customizable tabs where you can store information such as photos and videos, run contests or even house interactive games.



## SETTING UP YOUR PAGE



1. Once you've logged in to Facebook, scroll to the bottom and click on Create a Page.
2. Select the type of business you own and fill in as many details as possible. We recommend listing your business as 'Attractions, Things to Do,' 'Local Business,' or 'Tours/ Sightseeing.' **Please note that once you list your business as a certain 'type', it cannot be changed.**
3. The more information you add, the richer your Facebook Page will be – this will also elevate your winery's ranking in Google search results.
4. Include your company logo, as well as any other images or video assets you have, and then push Publish.
5. If you are interested in promoting your Page further, take a look at [Facebook Apps](#) to enhance your page. If you get serious about your web presence on Facebook, you may even want to develop your own app by working with a developer.

## INFORMATION TO INCLUDE ON YOUR PAGE

- Overview/history of winery
- Website and contact info
- Videos
- Photos
- Blog RSS (subscriptions)
- Twitter updates or links to your Twitter account
- Company news (press releases) and awards
- Ensure you have enabled an active Facebook page wall, which allows consumers and fans of your winery to post comments and photos on your winery page!

## TIPS FOR CONTENT MANAGEMENT

Facebook users typically have short attention spans, which is important to keep in mind when posting. Pithy quotes, facts and other short bits of information will resonate better with the online community than long-winded status updates. Below are a few tips to keep in mind.

- Post short videos and photos
- Wall posts (keep them short)
- Ask open-ended questions
- Post content outside of normal business hours
- Listen to your fans
- Be authentic, original and funny
- 2 magic words: Sorry and Thank You
- Don't be overly promotional

## TOP REASONS WHY FANS "LIKE" A FACEBOOK PAGE

1. To receive exclusive deals and offers
2. To be entered into a sweepstake
3. To receive exclusive content

## UPDATING YOUR PAGE

One of the major benefits of a Page on Facebook over (or in addition to) a website is that it's so simple to update. With a website, if you're not technical, you have to contact your web developer, who is likely to charge you to make even the slightest update. With a Facebook Page, updates are self-serve and are easily made by logging in and typing on the wall or uploading a photo. The more relevant, unique and interesting content you post to your Page, the more engaged your fans will become with your winery.

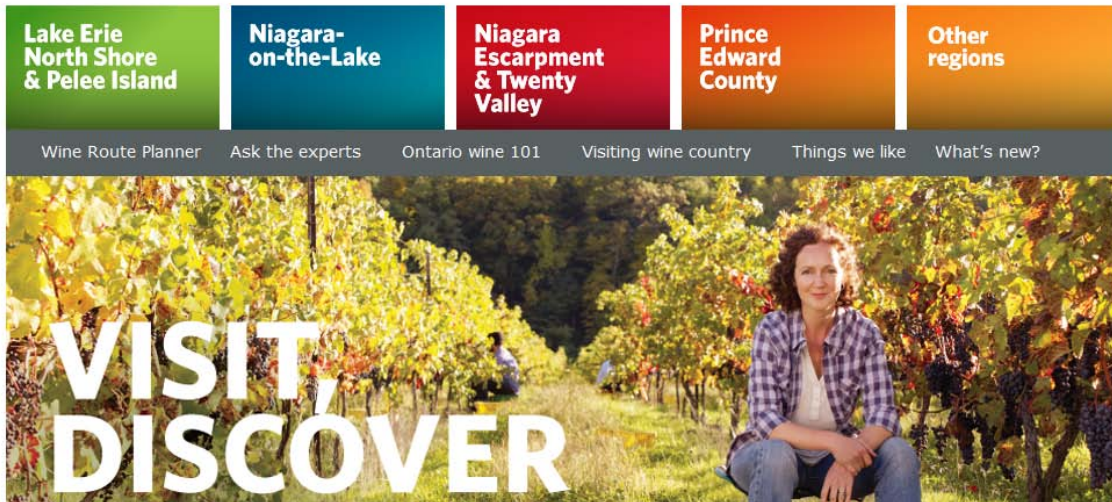
## PROMOTING YOUR FACEBOOK PAGE

One significant caveat about Facebook Pages is that you can't *friend* someone the way you can from a personal profile. People can elect to become fans of your Page by Liking it on Facebook, but only if they know about it. So you've got to spread the word organically (and keep doing it) to introduce people to your Page and to your winery.

First, identify contacts from your personal profile that are business associates, people in the wine industry, wine lovers, or people who would otherwise benefit from information from your winery. Then, invite them to become fans of the Page. Send a short note explaining what you want to offer from the Page and include a link.

You can also promote your Page on your other online channels by putting a [Facebook Page badge](#) on your website, spreading the word on Twitter, or sending out an email notification. Similarly, you can spread the word offline by putting the URL to your Facebook Page on your business cards, wine labels, outdoor signage, and menus. Help people know that you're on Facebook and that you want them to become a part of your community.

Facebook advertising is another great way to hyper-target key demographics by age, location and interests and to grow your page. For more information, visit [www.facebook.com/advertising](http://www.facebook.com/advertising).



## HANDLING NEGATIVE COMMENTS

Occasionally, Facebook users may post a negative comment online. Don't panic! It's not the end of the world. Keep the following tips in mind:

- Never delete a post - it goes against the best practices for social media engagement and can actually ignite further customer frustration
- Respond as quickly as you can – it lets people know you are taking their grievances seriously
- Take customer service issues seriously
- For more serious concerns, move the conversation offline – offer contact information where they can speak to you by phone so their frustration doesn't affect other users on Facebook

If you are interested in reading more about dealing with negative feedback, please consult the two sources below:

- [Mashable, 'How to Deal with Negative Feedback'](#)
- [U.S. Air Force Flow Chart for Response to Online Comments](#)

## SQUEEZE THE MOST OUT OF FACEBOOK

You can put as little or as much time into Facebook as you'd like. Perhaps you will love engaging with fans on Facebook and find that you are posting updates daily. Or you may prefer to check in less frequently with weekly updates. The baseline standard for updates to Pages is to post 3 – 4 times per week, but you can set your own pace.

Be sure to share any promotions or special events happening at your winery that are coming up and include links to all pertinent information. It's ok to have fun with your Page, too! Some of the brands that have built the strongest communities on Facebook occasionally share silly videos that are not related to their products.

It will take time to build your fan base, so remember to keep sending out invites to new contacts asking if they want to become a fan of your Page. Check your analytics: before long you may see a large portion of your website's referrals coming from Facebook. It's important to monitor your Facebook page regularly to gauge the interest level of your Fans. This will help you to determine if there is an appetite for more or less content than you are currently posting.

Your Facebook efforts will be ongoing, so plan to dedicate a few hours each week to getting new fans and updating content. You'll likely appreciate the ability to directly connect with fans, wine lovers and future customers.

# FACEBOOK GLOSSARY



From any Facebook fan **Page**, you can click this button to get started creating your own.



The **Like** button allows you to publicly “like” a page, a post or a comment. Other people can like content you post on your Page.



The info button allows you to input information about the page, such as company info, contact info, website, etc.



The product button allows you to showcase what you have of offer. You can input both text and pictures.





Refers to your **Wall** and is also used to post new pictures, videos and comments. On the left side of the screen, this button will take you back to the wall from different parts of the page.

**67,062**

like this

Tracks the number of Facebook users who have **Liked** your page.

**1,158**

talking about this

Allows you to see how many Facebook users have referenced your page/company in other conversations or status updates.

#### FURTHER QUESTIONS?

For more information, visit: <http://www.facebook.com/help/pages>



# TWITTER

## WHAT YOU NEED TO KNOW ABOUT TWITTER

Twitter is an online social networking and micro-blogging service that enables its users to send and read text-based posts of up to 140 characters, informally known as "tweets". Twitter was created in March 2006 by Jack Dorsey and launched that July. Twitter rapidly gained worldwide popularity, with over 300 million users as of 2011, generating over 300 million tweets and handling over 1.6 billion search queries per day.

*"...we came across the word 'twitter', and it was just perfect. The definition was 'a short burst of inconsequential information,' and 'chirps from birds'. And that's exactly what the product was." – Twitter founder, Jack Dorsey*



Brands that are active on Twitter do so mainly to provide customers with specific troubleshooting tips, news about products and events, and to create an online customer relations personality. It's important to remember that Twitter is much more conversational than Facebook. Don't be constantly selling or promoting in your Tweets. Instead, engage in a two-way dialogue with your followers about the incredible experiences of Ontario wine country, your winery experience, and the winemakers – try to bring a level of personal interaction to Twitter and your followers will thank you.

The real-time ability to connect with others makes Twitter a great social media platform during events. “Live-tweeting” can dramatically enhance the physical experience of an event and make others feel like they are a part of it – even if they aren’t there!

If you decide to become active on Twitter, you must be prepared to actively engage with your followers – this includes responding to both positive and negative customer feedback.

## **WHY YOU NEED TO KNOW ABOUT TWITTER**

Twitter is a powerful tool for Wine Country Ontario members to quickly listen and respond to customer feedback and create active brand ambassadors. If used correctly, your Twitter followers will become loyal customers and also evangelists for your brand and promotions.

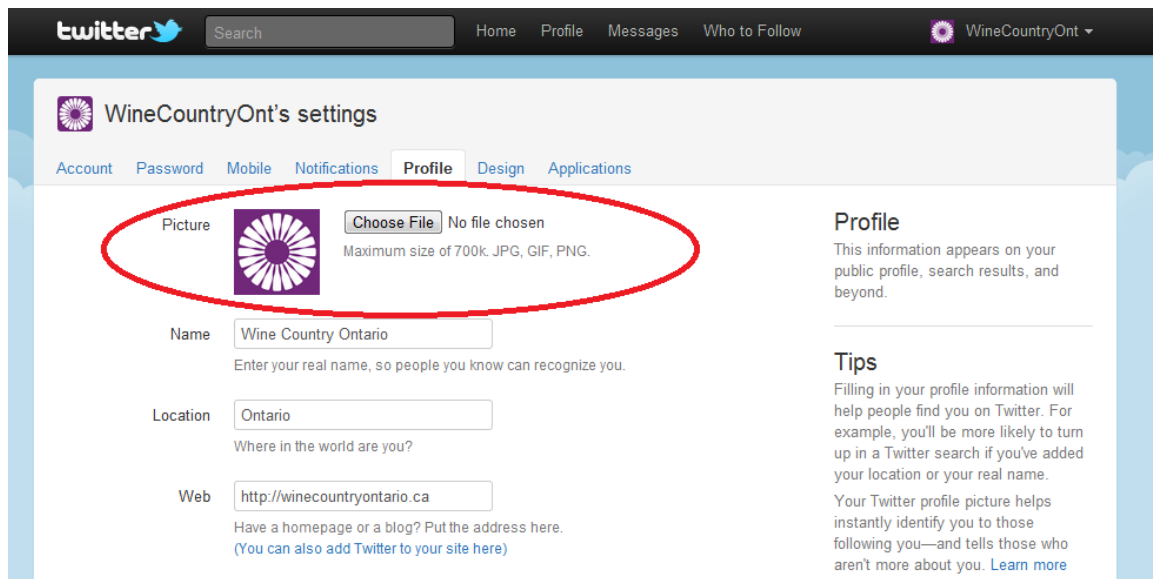
Although less than ten percent of the population uses Twitter, those who actively use it are influencers – members of the media, politicians, thought leaders, food and culinary advocates. Because Twitter is not completely main stream, its local and regional communities are relatively small compared to other social networks.

It’s surprisingly easy to build new relationships on Twitter and to develop a trusted following by sharing your winery’s experience and unique product offerings with people in Ontario and all across Canada. (Plus, Twitter is full of lots of highly intelligent and interesting people – you might find you start to learn from the people *you* follow on Twitter!)

## **HOW TO GET STARTED ON TWITTER**

### **Upload a Twitter profile image, background image and bio**

- Before you start to engage on Twitter, create a short bio detailing your winery name, location and website URL. When setting up your profile, it is also recommended to include a description of the content you will be sharing on Twitter (such as: “Tweets about Ontario wine country and local food and wine” to spark interest from users who tweet about similar content and to motivate others to follow you on Twitter.

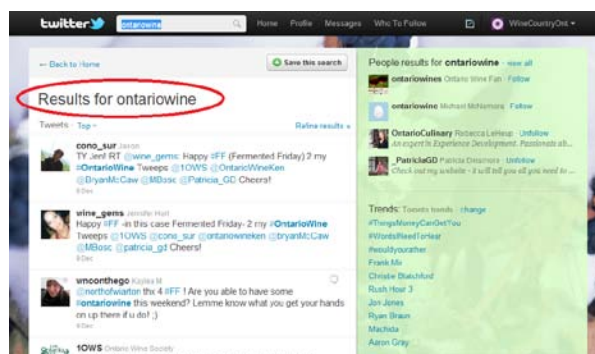


### Post a couple tweets

- There's nothing wrong with being new to Twitter. In fact, if you indicate that then others will be more inclined to engage with you and help you out. Most people will not follow back accounts that have not posted any content, so it's important to show your account is managed by a real, dedicated human being.
- Sample tweet - *"Excited to start using Twitter. Hi to everyone! We look forward to sharing our winery experiences."*

### Follow member wineries and other food and wine enthusiasts

- Twitter differs from Facebook in terms of how people connect. While Facebook users are more inclined to accept friendship only from people they know, Twitter users follow and unfollow people more freely. You can do a Twitter search for discussions about Ontario wine and follow the people who are talking about it. Chances are that if someone is tweeting about wine, that person is likely interested in wine and will be likely to follow you back. Please note, most Twitter users leave their profiles **open**, which means you can follow their updates without them following you back. In turn, you may follow users who do not reciprocate. A very small, select number of users have **protected updates**, which means you need their approval in order to receive their updates in your feed.

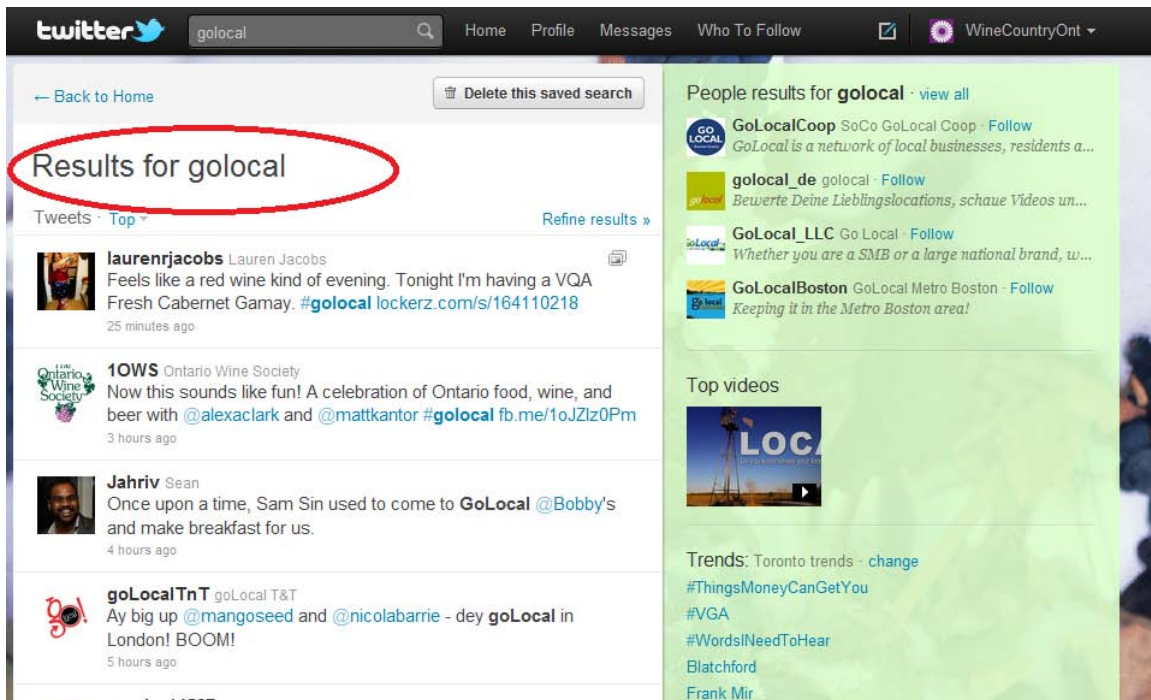


### Keep your tone authentic, friendly and gracious

- Twitter is a friendly place. Be charitable on Twitter. Engage with others and share their content and they will be more likely to interact with you and share your content in return. The best way to get a sense of how people interact on Twitter is to follow a number of people and observe how they interact with one another.
- Naturally, avoid swearing or posting content that users could find offensive. It's also a good idea to avoid political conversations or other topics that could divide interests amongst your followers.

### Use Ontario Wine hashtags

- Using a hashtag for tweets about Ontario wine will add context to your comments. Examples include: #vqa, #ontariowine, #golocal, and #winecountryont. (A definition of hashtags can be found in the Twitter Glossary.)
- These hashtags put your tweets into a stream that people may be following if they are interested in Ontario wine, helping to get your Twitter account in front of the people who will most likely be interested in it.
- Using hashtags serves the purpose of adding volume to the overall conversation about Ontario wine, benefitting all Ontario wineries while creating a genuine community that helps to tell the stories of Wine Country Ontario.



### Whenever possible, share images

Twitpics (pictures on Twitter) can tell a story that transcends the 140-character limitations and have a greater likelihood of being retweeted or shared by followers. Whenever possible, use images to tell the story, especially for behind-the-scenes winery activities, which the public wouldn't normally get a chance to see. These pictures paint a vivid image in the public's mind and create an emotional connection to the personal stories in wine country.

### Ask questions

- To demonstrate a genuine interest in the preferences of followers, use Twitter to ask questions. We recommend asking at least one question every couple of days to generate conversation.
- Although some of these questions may be related to wine, it's fine to stray off topic sometimes and let your personality shine through by discussing light, topical issues.

### Leverage Ontario-based food and wine Twitter accounts with strong followings

- Strategically engaging directly with peers who have strong followings on Twitter will increase the likelihood that they share your content with their followers.

- For instance, if you have 300 followers and have developed a strong online relationship with another account that has 1,200 followers, every time they tweet at you or share (retweet) your content, it will show up in the feed of all of their followers and expose your Twitter account and to a whole new community. (It will likely also increase the number of followers you have on Twitter.)
- Reference [@winecountryont](#) if you want to get the message out. We will retweet your content and share it with our followers to expose your message to a broader audience.
- Some suggestions for Twitter accounts to engage with include:
  - [@winecountryont](#)
  - [@ontarioculinary](#)
  - [@spotlightcity](#)
  - [@foodlandont](#)

### **Maintain a moderate-high volume of content**

- Twitter is a fluid communications channel. People follow Twitter throughout the workday, but may be in meetings or away from their desks for certain portions of the day. In order to reach a wider audience, we recommend tweeting as much as possible without compromising the value of the content. Generating a significant volume of tweets is one of the best ways for new Twitter accounts to generate a following as quickly as possible.

### **Let people know you're on Twitter**

- Once you have developed a comfort level with Twitter, accumulated some followers, generated some content, and feel committed to maintaining the conversation you may want to post a link to your Twitter account on your website, Facebook page, press releases, or other communications materials.

### **Monitor your reputation**

- Twitter allows you to monitor your reputation and see what people are tweeting about your wine/winery. If it's good, reach out to them and thank them. Build goodwill and a rapport with customers. If it's not so good, see how you can resolve the problem. A company showing they care about what their customers think and say, can go a long way.

### Be Succinct

- 140 characters doesn't give you room to write too many thoughts. It takes a bit of practice to get used to it. Try and distill what you're saying to one idea and it's ok to drop pronouns in the interest of space (e.g. "Interesting video on winemaking. Check it out! <http://winemaking.com>")

We've included a few more examples of tweets below:



**WineCountryOnt** Wine Country Ontario

Did you know that a typical harvest for table wines yields about 650 to 750 litres of juice per tonne of grapes?

20 hours ago



**WineCountryOnt** Wine Country Ontario

Riesling is an ideal pairing with turkey, sweet potatoes and herb stuffing. Which #Ontario wine will you be serving this #Christmas?

20 Dec

### Cheat Sheet – Quick-Start Guide to Twitter

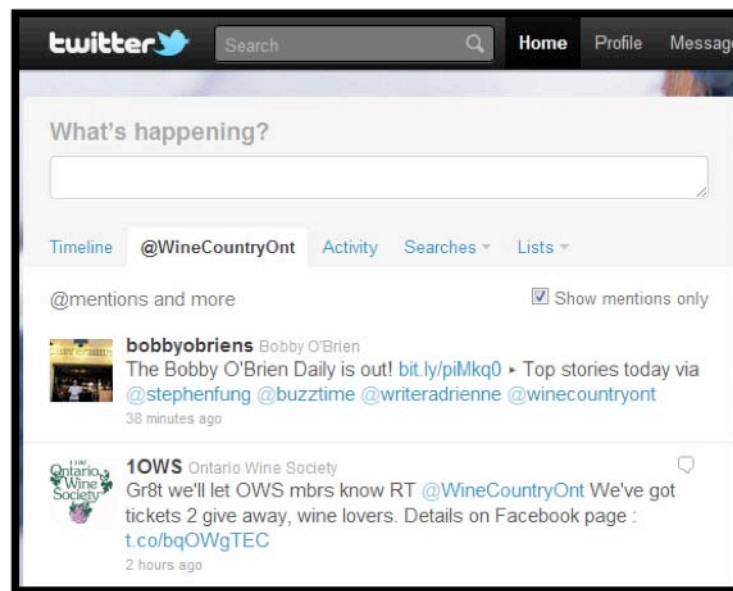
1. Fill out your bio, upload a profile picture, and upload a background image for your account. Post a couple of tweets to show people your account is authentic and not spam.
2. Watch how others interact on Twitter to see the rules of engagement. Follow lots of people, be generous and share their content in the hopes that they will reciprocate.
3. Once your account is established and being maintained on an ongoing basis, consider letting people know about your Twitter account on other communications materials such as your website or press releases.



# TWITTER GLOSSARY



People say lots of things on Twitter, and often you want to say something back. The @ sign is used to call out usernames in Tweets, like this: Hello “@winecountryont!” When a username is preceded by the @ sign, it becomes a link to a Twitter profile, and shows up in another Twitter account’s **MENTIONS** tab on their Twitter homepage (kind of like writing on someone’s wall on Facebook.)



## To post a reply on Twitter:

- Find the Tweet you want to reply to on Twitter.
- Hover your mouse over their message and click the "reply" icon.
- Complete your Tweet in the box that pops up, and click "Tweet" to send it



The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages around a particular theme.

- People use the hashtag symbol # before relevant keywords in their tweet to categorize those tweets so they show up easily in Twitter Search.
- Clicking on a hashtagged word in any message shows you all other tweets in that category.
- Hashtags can occur anywhere in the Tweet.
- Hashtagged words that become very popular are called **TRENDING TOPICS**.



- The @ sign is used to call out usernames in Tweets, like this: Hello @Twitter! When a username is preceded by the @ sign, it becomes a link to a Twitter profile.



#### **Direct Message**

- Also called a DM and most recently called simply a "message," these Tweets are private between the sender and recipient. Tweets sent over SMS become DMs when they begin with "d username" to specify who the message is for.

#### **Favourite**

- To favourite a Tweet means to mark it as one of your favourites by clicking the yellow star next to the message.



### Follow

- To follow someone on Twitter is to subscribe to their Tweets or updates.



### Follow Count

- The number that reflect how many people you follow, and how many people follow you. Found on your Twitter Profile.

### Mention

- Mentioning another user in your Tweet by including the @ sign followed directly by their username is called a "mention". Also refers to Tweets in which your username was included.

### Reply

- A Tweet posted in reply to another user's message, usually posted by clicking the "reply" button next to their Tweet in your timeline. Always begins with @username.

### Retweet (verb)

- To retweet, retweeting, retweeted. The act of forwarding another user's Tweet to all of your followers.

### Username

- Also known as a Twitter handle. Must be unique and contain fewer than 15 characters. Is used to identify you on Twitter for replies and mentions.

# TWITTER TOOLS

## [Twitter Search](#)

Twitter Search is like the Google of Twitter – it is an embedded search engine within Twitter that allows you to search by topic or keyword to discover Tweets containing that word. This tool is especially useful when searching for twitter chatter about your winery, competitor brands, or the wine industry as a whole.

## [TweetDeck](#)

Its multiple-pane interface shows your friends' tweets, replies sent to you, and your direct messages all at once. Other features include a notification pop-up that alerts you as tweets arrive, the ability to create and view subgroups of friends (such as one for family members), and Tweetshrink, which cuts long tweets down to size by breaking it down into more manageable bite-sized pieces.

## [Hootsuite](#)

Similar in function to TweetDeck, Hootsuite has the added benefit of also allowing users to write and schedule advance distribution of tweets.

## [TwitPic](#)

TwitPic is a quick way to share photos on Twitter. Users can upload and tag a snapshot, and either tweet it directly within TwitPic or use the photo's 24-character URL in tweets that you create within Twitter itself.

## [Is.Gd](#)

Is.gd compresses long site addresses through a URL-shortening service. Is.gd's (pronounced "is good") five-character name and its efficient coding scheme creates 17-character redirects (such as [is.gd/6zCf](#)), leaving 123 characters to work with and more content to tweet.

### [Twitter Grader](#)

Twitter Grader will give you an instant appraisal in the form of a grade on a 100-point scale, based on how many people you're following, how many are following you, and your volume of updates.

### [Tweetstats](#)

An app that tracks the number of your tweets per hour and per month.

# STARTING A BLOG



A blog (from the term “web log”) is a type of website or part of a website that provides commentary on a particular subject. Some blogs function as personal online diaries or as online brand advertising of a particular individual or company.

- Blogs are usually maintained by an individual, although some are written by groups, with regular entries of commentary, descriptions of events, or other material such as graphics or video.
- Entries are commonly displayed in reverse-chronological order, with the most recent material displayed at the top of the page.
- Most blogs are interactive, allowing visitors to leave comments. It is this interactivity that distinguishes them from other static websites and, for some blogs, the ability of readers to leave comments is a very important feature.
- A typical blog combines text, images and links to other blogs, web pages, and other media related to its topic.
- Most blogs are primarily textual, although some focus on art (art blog), photographs (photoblog), videos (video blogging or vlogging), music (MP3 blog), or audio (podcasting).
- Microblogging is another type of blogging, featuring very short posts. Both Twitter and Tumblr are considered microblogging services.

## BEFORE YOU START

Before you begin, it is imperative to think about the significant time commitment it takes to maintain a blog. In the initial days, posting will be easy since you will have a lot of unique content to share with your readers. However, delivering interesting, relevant content regularly can become challenging. You need to keep innovating constantly to make the experience fresh for your readers.

A blog offers your winery a channel in which to share the unique experiences that make your company so successful. It also creates a special opportunity to interact directly with wine fans and potential new consumers.

## DESIGNING YOUR BLOG

Almost every blog platform offers a simple default option to give your blog a clean and basic design. The most popular blog platforms are [Wordpress](#) and [Blogger](#). Wordpress is considered more professional, while Blogger is designed with ease of use in mind. To start a branded winery blog, you may want to get a custom design or perform blog theme design enhancements.

## BLOG CONTENT

There are a lot of bloggers on the web already. If you want to attract readers, you will need to establish a level of credibility through the content you feature.

Consider minimizing the text and contributing more photos. It's always better to post shorter content more frequently than longer content infrequently. Consistency is important. Carefully decide how often you will realistically update your blog and then try to stick to it.

Blogging about daily winery activities is a natural fit. Tell the readers a story. Paint a picture in their minds. Winemaking is a romantic art performed by passionate people. Don't take daily winery activities for granted as most members of the Canadian public aren't exposed to the process and are fascinated by it.

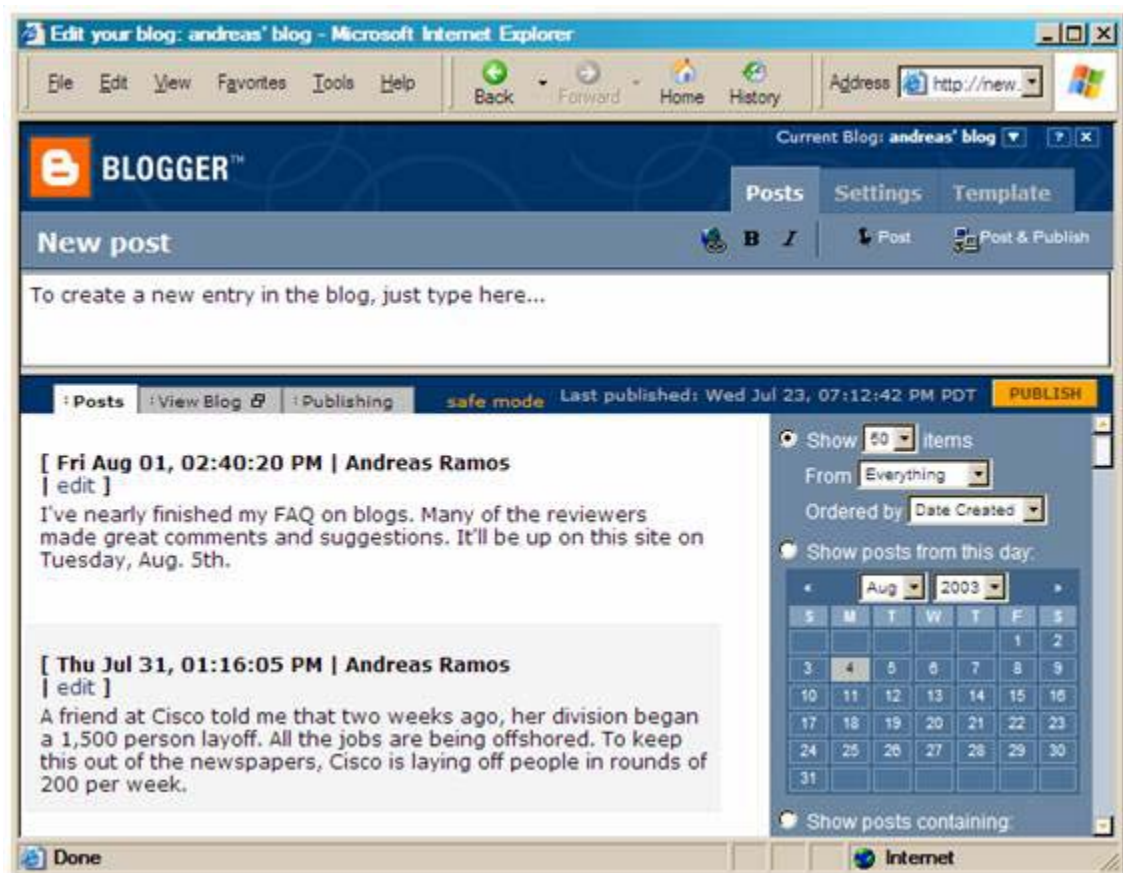
## RESEARCH

In order to keep content fresh and beneficial to users, you may have to perform research. Reading up on different theories and reflecting on your own experiences in winemaking will develop more rich content for your readers.

## MARKETING YOUR BLOG

Once you have content in your blog, it's time to tell the world. The challenge is – how do you tell prospective readers that your blog has what they are looking for? Social networking sites like [Stumbleupon](#), [Reddit](#), [Digg](#), Twitter, and Facebook are great hubs for finding prospective readers.

Building your network can be a time-consuming task, but it's an important one in making the most of your blog.





# LINKEDIN

## WHY YOU NEED TO KNOW ABOUT LINKEDIN

For LinkedIn members, Company Pages are a great way to research companies they may be interested in, follow them to stay updated, see what kind of people work there, and even review the products and services that are offered.

For companies, Company Pages present an opportunity to reveal the human side of your business. It's a great place to provide a peek at the winemakers themselves and highlight your winery's unique offerings. LinkedIn has over 100 million members and is the top social networking site for businesses. The website has a very high ranking on Google's search index – in many cases ranking above company websites. Whether you are looking to hire qualified candidates for jobs or seeking qualified vendors or suppliers, LinkedIn is a great place to source those connections.

## WHAT YOU NEED TO KNOW TO GET STARTED ON LINKEDIN

LinkedIn is the world's largest professional network with over 120 million members and growing rapidly. It is mainly used for professional networking.

One purpose of the site is to allow registered users to maintain a list of contact details of people with whom they have some level of relationship, called Connections.



This list of connections can then be used in a number of ways:

- A contact network is built up consisting of their direct connections, the connections of each of their connections (termed second-degree connections) and also the connections of second-degree connections (termed third-degree connections). This can be used to gain an introduction to someone a person wishes to know through a mutual contact.
- It can then be used to find jobs, people and business opportunities recommended by someone in one's contact network.
- Employers can list jobs and search for potential candidates.
- Job seekers can review the profiles of HR managers or senior executives at companies they are researching and discover which of their existing contacts can introduce them.
- Users can post their own photos and view photos of others to aid in identification.
- Users can now follow different companies and can get notifications about new hires and job opportunities.
- Users can save (i.e. bookmark) jobs which they would like to apply for.


LinkedIn Account type: Pro Add Connections

Home Profile Contacts Groups Jobs Inbox 3 Companies More Companies | Q

Companies *beta* > Dell > Products & Services > Dell Streak


Overview Careers **Products & Services**

### Dell Streak



[Recommend](#) [Share](#)

17 professionals on LinkedIn recommend this product



#### Product Overview

Small enough to slip into a pocket - Big enough for real business

One device does it all – online networking, secure email, video conferencing, IM and SMS/text, a phone call — however you like to stay connected, the Dell Streak keeps the lines of communication open.

**Innovative Design:** With a brilliant 5" screen and 6" wide x 3.1" high x .4" thin dimensions, there's plenty of space to take full advantage of the multi-touch display and the high-quality scratch-resistant Gorilla® glass means your view stays crystal clear. Featuring a front and rear-facing camera for video conferencing and photo capture, there's no need to carry, charge, sync and update multiple devices.

**Connectivity:** Create and review documents, run presentations, update reports, approve expenses and even access a PC – right from the palm of your hand. With 3G mobile broadband, Wi-Fi and Bluetooth® you've always got an easy way to connect. Plus, swappable microSD memory cards mean virtually limitless storage for documents, presentations, videos, pictures


**Productivity:** A powerful yet efficient 1GHz Qualcomm Snapdragon™ processor speeds things along using Google's Android based OS, you get real work done wherever you go. Plus ultra-intelligent facial proximity and ambient light sensors automatically adjust screen brightness, optimizing your battery life.

Dell has **61,296** followers

[Follow Company](#)

**For more information**  
[Visit our website >](#)

**What is your story?**  
You've taken your own path to success. Now show the world how you made it happen.



[Tell Your Story >](#)

**Professionals that recommend this product also recommend...**


- Salesforce CRM
- Employee Discount Program from AT&T
- HP Laptops, Notebook Computers & Tablet PCs
- Dell Latitude E4310 Laptop
- Dell Workstation Solutions

[Flag](#)

**17** Professionals recommend Dell Streak

All professionals that recommend Dell Streak


Sort by: [Your network](#)



**Gregorius M Djojopranoto**, Country Manager Indonesia (RFM) at ROXAR AS  
Indonesia

Small in size but huge functionality recommended table to accompany any smartphone. Best thing is good for reading emails and browsing.


November 1, 2010 • [Like](#) • [Flag](#)



**Maria Pergolino**, Director of Marketing/Demand Generation at Marketo  
San Francisco Bay Area

I like that it's small. Thanks Dell.

November 9, 2010 • [Like](#) • [Flag](#)



**Rahul Singh**, Business Development Manager at RAKBANK  
United Arab Emirates

awesome company great people

November 4, 2010 • [Like](#) • [Flag](#)

Company Pages are a company's profile of record on LinkedIn and a way to speak to job seekers, industry professionals and suppliers through word-of-mouth recommendations and testimonials. It's essentially a LinkedIn profile for a company, similar to a brand Page for Facebook.

## HOW TO GET STARTED ON LINKEDIN

The team at LinkedIn has put together a handy guide for how to use Company Pages. [Click here to see the full PDF guide by LinkedIn.](#)

# SOCIAL MEDIA MONITORING

As you become more active on social media platforms, you'll want to assess the success of your efforts. Keep track of what kinds of content garners a response from your online community members so you can continue to offer them the best content. Monitoring of trends and discussions related to your business may help you better understand the people you want to reach and engage with

You may also want to explore free online monitoring resources, such as [socialmention.com](http://socialmention.com), [Klout](#), [Blogreach](#), or [Tweetreach](#). Some URL-shortening services like [bit.ly](http://bit.ly) also offer tracking services so you can see how many times the link was shared.

# OTHER SOCIAL MEDIA TOOLS

## [Google+](#)

Designed as a Facebook-killer, Google+ is a free social networking service. The product is aimed at people who are interested in sharing content with groups of people who have similar interests. Its seamless integration with other Google services like search or Gmail, makes it easier to share things with the Google+ community.

### Features

- 'Circles' organize social networks visually by allowing users to drag and drop people into distinct groups - "friends," "family," "acquaintances" and "following" come standard then users can customize (users don't know which circle you classify them in).
- 'Sparks' allow users to follow items of interest (e.g. social media) with a filter that allows you to browse a specific topic as quickly as possible
- 'Hangout' – ability to group video chat via webcam (Facebook's integration with Skype was announced following the roll-out of this feature)
- 'Huddle' - ability to group chat
- '+1' Button – Google's version of Facebook's "Like" button. Once users sign up for Google+, they will see this '+1' button next to every search on Google

## [Flickr](#)

Flickr is an image hosting and video hosting website that allows brands and individuals to upload photos and interact with other users using purely visual materials. For many, Flickr is a go-to for uploading and sharing photos online, and is especially beneficial for brands with a large amount of content to upload.



### Foursquare

Foursquare is a location-based social networking tool that allows users to "check in" to venues and events and let friends and contacts know where they are. Location is based on GPS hardware in the mobile device, with each check-in awarding the user points and sometimes "badges". In this way, checking into locations becomes an interactive game of sorts. Foursquare allows brands to interact with users in a fun, more lighthearted way. It had been touted as 'the next big thing' by many marketers and, while some brands like Starbucks explored incentives such as users, the trend did not catch on in the mainstream. Foursquare remains primarily a gaming app with minimal marketing opportunities, as opposed to being a new marketing channel itself.



### Instagram

Instagram is a free photo sharing application that allows users to take photos and share them on different social networking services, including Facebook, Twitter, Foursquare, Tumblr and Flickr. The application is compatible with any iPhone, iPad or the iPod Touch. Instagram allows brands to distribute photos across several of their social media brands in a quick and easy way.



### Tumblr

Tumblr is a website and microblogging platform. Tumblr is a short-form blog, which allows users to post text, images, videos, links, quotes and audio clips in a quick and easy manner. As the service emphasizes ease of use, Tumblr gives brands the opportunity to upload lots of content very quickly and simply. Some have described Tumblr as a platform *between Twitter and a blog*. It's a great alternative to starting a traditional blog as the emphasis is on multimedia over text. Tumblr's popularity has skyrocketed in recent years.



# SOCIAL MEDIA NEWS SOURCES

Below is a list of news sources that focus on social media. As you become more involved with tools like Twitter and Facebook, these news sources will be great resources to stay afloat of new trends and innovations as well as changes that are made to existing social networks.

## [All Things D](#)

The Wall Street Journal's tech blog features top industry analysis from reporters Walt Mossberg and Kara Swisher. Tech industry commentary is intelligent and far-reaching.

## [Center Networks](#)

Center Networks offers news, reviews, insights and interviews covering Web 2.0, social networking, social media and social lending with a special focus on Web applications development.

## [Bits Blog](#)

The New York Times' online technology publication is among the best for timely technology news.

## [Cnet.com](#)

Cnet.com focuses on tech news generated by a crop of well-known reporters. Cnet is at the forefront of breaking tech news, and routinely features exclusive content.

## [Engadget](#)

Engadget focuses on breaking tech news and gadget reviews and frequently updated content, wrapped in witty, light-hearted banter.



### [GigaOm](#)

GigaOm is one of the top tech and telecommunications news sites on the web today. Started by former print tech journalist Om Malik, GigaOm also features a roster of well-regarded tech journalists, including former Globe and Mail tech reporter Matthew Ingram.

### [Gizmodo](#)

Gizmodo offers reviews of gadgets, gizmos and cutting-edge consumer electronics. Gizmodo is irreverent and edgy, and has been known to dig very deep for scoops and exclusive stories from the tech world (most commonly pertaining to the releases of new iPhones).

### [Mashable](#)

Mashable is a prime source for news regarding Web 2.0 startups and applications. Three to five daily posts feature top lists, startup reviews, and comprehensive industry-specific comparative articles.

### [TechCrunch](#)

Along with Mashable, Techcrunch is one of the top destinations for news regarding web startups, Web 2.0 and social networking. The site always breaks interesting news and offers exclusive coverage.

### [Web Pro News](#)

Web Pro News offers news, tips and analysis on e-commerce, covering search engine optimization, social media marketing, advertising and online branding.

### [Wired](#)

Wired provides in-depth coverage of trends in technology and their effects on business, entertainment, science and society. Wired.com covers games, culture, gadget, entertainment and other tech-related news through its blogs, regular reviews and videos.



# WINERIES ON FACEBOOK AND TWITTER

## **Alvento Winery**

Twitter: [@alventowinery](https://twitter.com/alventowinery)

Twitter Page: <https://twitter.com/#!/alventowinery>

Facebook: [Alvento Winery](https://www.facebook.com/AlventoWinery)

Facebook Page: <http://www.facebook.com/alvento.winery>

## **Angels Gate Winery Limited**

Twitter: [@angelsgatewines](https://twitter.com/angelsgatewines)

Twitter Page: <https://twitter.com/#!/angelsgatewines>

## **Aure Wines**

Twitter: [@aurewines](https://twitter.com/aurewines)

Twitter Page: <https://twitter.com/#!/aurewines>

## **Black Prince Winery**

Twitter: [@blackprincewine](https://twitter.com/blackprincewine)

Twitter Page: <https://twitter.com/#!/blackprincewine>

Facebook: [Black Prince Winery](https://www.facebook.com/BlackPrinceWinery)

Facebook Page: <http://www.facebook.com/blackprincewinery>

**Calamus Estate Winery**

Twitter: [@calamuswinery](https://twitter.com/calamuswinery)

Twitter Page: <https://twitter.com/calamuswinery>

Facebook: [Calamus Estate Winery](https://www.facebook.com/Calamus-Estate-Winery/114510845245888)

Facebook Page: <http://www.facebook.com/pages/Calamus-Estate-Winery/114510845245888>

**Caroline Cellars Limited**

Twitter: [@carolinecellars](https://twitter.com/carolinecellars)

Twitter Page: <https://twitter.com/carolinecellars>

Facebook: [Caroline Cellars](https://www.facebook.com/group.php?gid=10182459535)

Facebook Page: <http://www.facebook.com/group.php?gid=10182459535>

**Casa-Dea Estates Winery**

Twitter: [@casadeawinery](https://twitter.com/casadeawinery)

Twitter Page: <https://twitter.com/#!/casadeawinery>

**Cattail Creek Estate Winery**

Facebook: [Cattail Creek](https://www.facebook.com/groups/132676933416541/)

Facebook Page: <http://www.facebook.com/groups/132676933416541/>

**Cave Spring Cellars Ltd.**

Facebook: [Cave Spring](https://www.facebook.com/cavespring)

Facebook Page: <http://www.facebook.com/cavespring>

**Château des Charmes Wines Ltd.**

Facebook: [Château des Charmes](https://www.facebook.com/pages/Ch%C3%A2teau-des-Charmes/97511627834?ref=ts)

Facebook Page: <http://www.facebook.com/pages/Ch%C3%A2teau-des-Charmes/97511627834?ref=ts>

**Closson Chase Vineyards**

Twitter: [@clossonchase](https://twitter.com/clossonchase)

Twitter: <https://twitter.com/#!/clossonchase>

Facebook: [Closson Chase](https://www.facebook.com/group.php?gid=190233161898)

Facebook: <http://www.facebook.com/group.php?gid=190233161898>

**Colaneri Estate Winery**

Facebook: [Colaneri Estate Winery](#)

Facebook Page: <http://www.facebook.com/pages/Colaneri-Estate-Winery/126017630782613>

**Colio**

Facebook: [Colio Estate Winery](#)

Facebook Page: <http://www.facebook.com/pages/Colio-Estate-Wines/108299372524965>

**Cornerstone Estate Winery**

Facebook: [Cornerstone Estate Winery](#)

Facebook Page: <http://www.facebook.com/pages/Cornerstone-Estate-Winery/236484984929>

**Coyote's Run Estate Winery**

Twitter: [@coyotesrun](#)

Twitter Page: <https://twitter.com/coyotesrun>

Facebook: [Coyote's Run](#)

Facebook Page: <http://www.facebook.com/pages/Coyotes-Run-Estate-Winery/82373303621>

**Crown Bench Estates**

Facebook: [Crown Bench Estates](#)

Facebook Page: <http://www.facebook.com/profile.php?id=100001287266398>

**Featherstone Estate Winery**

Twitter: [@featherstonewne](#)

Twitter Page: <https://twitter.com/#!/featherstonewne>

Facebook: [Featherstone Estate](#)

Facebook Page: <http://www.facebook.com/FeatherstoneWinery?ref=ts>

**Fielding Estate Winery**

Facebook: [Fielding Estate](#)

Facebook Page: <http://www.facebook.com/Fielding.Wines>

**Flat Rock Cellars**

Twitter: [@winemakersboots](#)

Twitter Page: <https://twitter.com/#!/winemakersboots>

Facebook: [Flat Rock Cellars](#)

Facebook Page: <http://www.facebook.com/pages/Flat-Rock-Cellars/75445519994>

**The Foreign Affair Winery**

Twitter: [@wineaffair](#)

Twitter Page: <https://twitter.com/#!/wineaffair>

Facebook: [The Foreign Affair](#)

Facebook Page: <http://www.facebook.com/ForeignAffairWinery>

**Frogpond Farm**

Twitter: [@frogpondwinery](#)

Twitter Page: <https://scribe.twitter.com/#!/FrogPondWinery>

**Generations Wine Company**

Twitter: [@vonteichman](#)

Twitter Page: <https://twitter.com/vonTeichman>

**The Good Earth Vineyard & Winery Inc.**

Twitter: [@goodearthwinery](#)

Twitter Page: <https://twitter.com/#!/goodearthwinery>

Facebook: [Good Earth](#)

Facebook Page: <http://www.facebook.com/goodearthfoodandwine>

**The Grange of Prince Edward Inc.**

Twitter: [@grangewinery](#)

Twitter Page: <https://twitter.com/grangewinery>

Facebook: [Grange of PE](#)

Facebook Page: <http://www.facebook.com/GrangeofPE>

**GreenLane Estate Winery**

Facebook: [GreenLane Estate](#)

Facebook Page: <http://www.facebook.com/pages/GreenLane-Estate-Winery/104300389633670>

**Harbour Estates Winery**

Twitter: [@harbour\\_estates](#)

Twitter Page: [https://twitter.com/#!/harbour\\_estates](https://twitter.com/#!/harbour_estates)

Facebook: [Harbour Estates](#)

Facebook Page: <http://www.facebook.com/groups/14278013244/>

**Henry of Pelham Family Estate Winery**

Twitter: [@speckbros](#)

Twitter Page: <https://twitter.com/#!/speckbros>

Facebook: [Henry of Pelham](#)

Facebook Page: <http://www.facebook.com/henryofpelham>

**Hernder Estate Wines**

Twitter: [@hernderwines](#)

Twitter: <https://twitter.com/HernderWines>

Facebook: [Hernder Estate](#)

Facebook Page: <http://www.facebook.com/pages/Hernder-Estate-Wines/109673719051742>

**Hidden Bench**

Twitter: [@hiddenbench](#)

Twitter Page: <https://twitter.com/#!/HiddenBench>

Facebook: [Hidden Bench](#)

Facebook Page: <http://www.facebook.com/Hidden.Bench>

**Hillebrand**

Facebook: [Hillebrand Winery](#)

Facebook Page: <http://www.facebook.com/HillebrandWinery>

**Huff Estates Inc.**

Twitter: [@huffestateswine](https://twitter.com/huffestateswine)

Twitter Page: <https://twitter.com/#!/huffestateswine>

Facebook: [Huff Estates](#)

Facebook Page: <http://www.facebook.com/HuffEstates>

**Inniskillin**

Facebook: [Inniskillin](#)

Facebook Page: <http://www.facebook.com/inniskillin>

**Jackson Triggs**

Facebook: [Jackson-Triggs](#)

Facebook Page: <http://www.facebook.com/JacksonTriggs?ref=ts>

**Kacaba Vineyards**

Twitter: [@kacabavineyards](https://twitter.com/kacabavineyards)

Twitter Page: <https://twitter.com/#!/kacabavineyards>

Facebook: [Kacaba Vineyards](#)

Facebook Page: <http://www.facebook.com/profile.php?id=100000226247246>

**Konzelmann Estate Winery**

Facebook: [Konzelmann Estate](#)

Facebook Page: <http://www.facebook.com/pages/Konzelmann-Estate-Winery/19816058884>

**Lailey Vineyard Wines Inc.**

Twitter: [@laileywinemakr](https://twitter.com/laileywinemakr)

Twitter Page: <https://twitter.com/#!/laileywinemakr>

**Magnotta**

Facebook: [Magnotta Winery](#)

Facebook Page: <http://www.facebook.com/profile.php?id=100002112292344&ref=ts>

**Maleta Winery**

Facebook: [Maleta Winery](#)

Facebook Page: <http://www.facebook.com/pages/Maleta-Winery/400575150374>

**The Malivoire Wine Company Ltd.**

Twitter: [@malivoirewine](#)

Twitter Page: <https://twitter.com/#!/malivoirewine>

Facebook: [Malivoire Wine](#)

Facebook Page: <http://www.facebook.com/MalivoireWine>

**Marynissen Estates Winery**

Twitter: [@marynissen](#)

Twitter Page: <https://twitter.com/marynissen>

Facebook: [Marynissen Estates](#)

Facebook Page: <http://www.facebook.com/pages/Marynissen-Estates-Winery/88161532689?ref=ts>

**Mike Weir Wines**

Facebook: [Mike Weir Wines](#)

Facebook Page: <http://www.facebook.com/pages/Mike-Weir-Wine/116353244728>

**Mountain Road Wine Company**

Facebook: [Mountain Road](#)

Facebook Page: <http://www.facebook.com/pages/Mountain-Road-Wine-Company/159778120716754>

**Niagara College Teaching Winery**

Facebook: [Niagara College](#)

Facebook Page: <http://www.facebook.com/pages/Niagara-College-Teaching-Winery/107932102568472>

Twitter: [@NCTwinery](#)

Twitter Page: <https://twitter.com/#!/nctwinery>



**Oak Heights Estate Winery**

Facebook: [Oak Heights Estate](#)

Facebook Page: <http://www.facebook.com/pages/Oak-Heights-Estate-Winery/153110285906>

**Palatine Hills Estate Winery**

Twitter: [@palatinewinery](#)

Twitter Page: <https://twitter.com/palatinewinery>

**Pelee Island Winery Inc.**

Twitter: [@peleewinery](#)

Twitter Page: <https://twitter.com/#!/peleewinery>

Facebook: [Pelee Island Winery](#)

Facebook Page: <http://www.facebook.com/pages/Pelee-Island-Winery/102803656422786?ref=ts>

**Peller Estates**

Facebook: [Peller Estates](#)

Facebook Page: <http://www.facebook.com/PellerEstates>

**Pillitteri Estates Winery**

Twitter: [@pillitteriwines](#)

Twitter: <https://twitter.com/#!/@pillitteriwines>

Facebook: [Pillitteri Estates Winery](#)

Facebook Page: <http://www.facebook.com/PillitteriEstatesWinery>

**Pondview Estate Winery**

Twitter: [@pondviewwinery](#)

Twitter Page: <https://twitter.com/#!/pondviewwinery>

Facebook: [Pondview Estate](#)

Facebook Page: <http://www.facebook.com/pages/Pondview-Estate-Winery/129810967044309>

**Puddicombe Estate Farm**

Facebook: [Puddicombe Estate](#)

Facebook Page: <http://www.facebook.com/groups/123694064312527/>

**Ravine Vineyard Estate Winery**

Twitter: [@ravinevineyard](#)

Twitter Page: <https://twitter.com/ravinevineyard>

Facebook: [Ravine Vineyard](#)

Facebook Page: <http://www.facebook.com/group.php?gid=80228469658>

**Reif Estate Winery Inc.**

Twitter: [@reifwinery](#)

Twitter Page: <https://twitter.com/#!/Reifwinery>

Facebook: [Reif Estate](#)

Facebook: <http://www.facebook.com/pages/Reif-Estate-Winery/109532105731789>

**Ridgepoint Wines Inc.**

Twitter: [@ridgepointwines](#)

Twitter Page: <https://twitter.com/#!/ridgepointwines>

Facebook: [Ridgepoint Wines](#)

Facebook Page: <http://www.facebook.com/pages/Ridgepoint-Wines/239464177174>

**Ridge Road Estate Winery**

Twitter: [@ridgeroadwinery](#)

Twitter Page: <https://twitter.com/ridgeroadwino>

**Riverview Cellars Winery**

Twitter: [@riverviewwinery](#)

Twitter: <https://twitter.com/#!/RiverviewWinery>

Facebook: [Riverview Cellars](#)

Facebook Page: <http://www.facebook.com/RiverviewCellars>

**Rockway Glen Estate Winery**

Facebook: [Rockway Glen](#)

Facebook Page: <http://www.facebook.com/pages/Rockway-Glen-Golf-Course-Estate-Winery/121889704500736?ref=ts>

**Rosehall Run Vineyards Inc.**

Twitter: [@rosehall\\_run](#)

Twitter Page: [https://twitter.com/rosehall\\_run](https://twitter.com/rosehall_run)

Facebook: [Rosehall Run](#)

Facebook Page: <http://www.facebook.com/pages/Rosehall-Run-Vineyards/122919687433>

**Rosewood Estates Winery**

Facebook: [Rosewood Estates](#)

Facebook Page: <http://www.facebook.com/group.php?gid=89130736705>

**Sandbanks Estate Winery Inc.**

Twitter: [@sandbankswinery](#)

Twitter Page: <https://twitter.com/#!/sandbankswinery>

**Smith & Wilson Estate Wines**

Facebook: [Smith and Wilson Estate](#)

Facebook Page: <http://www.facebook.com/groups/186521041801/>

**Southbrook Vineyards**

Twitter: [@southbrookwine](#)

Twitter Page: <https://twitter.com/southbrookwine>

Facebook: [Southbrook Vineyards](#)

Facebook Page: <http://www.facebook.com/pages/Southbrook-Vineyards/113379565340885>

**Sprucewood Shores Inc.**

Twitter: [@sprucewoodwine](https://twitter.com/@sprucewoodwine)

Twitter Page: <https://twitter.com/#!/SprucewoodWine>

Facebook: [Sprucewood Shores](#)

Facebook Page: <http://www.facebook.com/SprucewoodShores>

**Stonechurch Vineyards**

Facebook: [Stonechurch Vineyards](#)

Facebook Page: <http://www.facebook.com/pages/Stonechurch-Vineyards/86857199904>

**Stoney Ridge Estate Winery**

Twitter: [@stoneyridgewine](https://twitter.com/@stoneyridgewine)

Twitter Page: <https://twitter.com/#!/Stoneyridgewine>

Facebook: [Stoney Ridge](#)

Facebook Page: <http://www.facebook.com/pages/Stoney-Ridge-Estate-Winery/151560454880452>

**Stratus Vineyards Limited**

Twitter: [@stratuswines](https://twitter.com/@stratuswines)

Twitter: <https://twitter.com/#!/stratuswines>

**Strewn Inc. Winery**

Facebook: [Strewn Winery](#)

Facebook Page: <http://www.facebook.com/strewnwinery.niagara>

**Sue-Ann Staff Estate Winery**

Twitter: [@sueannstaff](https://twitter.com/@sueannstaff)

Facebook: <https://twitter.com/sueannstaff>

Facebook: [Sue-Ann Staff Estate](#)

Facebook Page: <http://www.facebook.com/groups/130521678611/>

**Thirty Bench**

Twitter: [@ThirtyBench](https://twitter.com/ThirtyBench)

Twitter Page: <https://twitter.com/thirtybench>

Facebook: [Thirty Bench Wine Makers](#)

Facebook: <http://www.facebook.com/ThirtyBench?ref=ts>

**Tawse Winery**

Twitter: [@tawse\\_winery](https://twitter.com/tawse_winery)

Twitter Page: [https://twitter.com/tawse\\_winery](https://twitter.com/tawse_winery)

Facebook: [Tawse Winery](#)

Facebook Page: <http://www.facebook.com/profile.php?id=536286402>

**The Thirteenth Street Winery Corp.**

Facebook: [Thirteenth Street Winery](#)

Facebook Page: <http://www.facebook.com/13thstreetwinery>

**Vignoble Rancourt Winery Inc.**

Twitter: [@vignerancourt](https://twitter.com/vignerancourt)

Twitter: <https://twitter.com/#!/VigneRancourt>

Facebook: [Vignoble Rancourt Winery](#)

Facebook: <http://www.facebook.com/pages/Vignoble-Rancourt-Winery/141797725388>

**Vineland Estates Winery**

Twitter: [@vinelandestates](https://twitter.com/vinelandestates)

Twitter Page: <https://twitter.com/#!/vinelandestates>

Facebook: [Vineland Estates](#)

Facebook Page: <http://www.facebook.com/vinelandestates>

**Waupoos Estates Winery**

Facebook: [Waupoos Estates](#)

Facebook Page: <http://www.facebook.com/pages/Waupoos-Estates-Winery-Gazebo-Restaurant/128157733872416>

**Willow Springs Winery**

Twitter: [@wspringswinery](https://twitter.com/wspringswinery)

Twitter Page: <https://twitter.com/#!/WSpringsWinery>

# QUESTIONS?

If you have any questions about leveraging social media to promote your winery, please contact the Veritas Communications team at [wco@veritascanada.com](mailto:wco@veritascanada.com) and we will be happy to provide direction and support.

