# **Content Calendar Strategy**

# WOODINVILLE W ECOUNTRY

### Instagram Main Page



woodinville wine country

3,108 posts

15.6K followers

handle for WWC.

Notice the updated

chive

1,307 following

Woodinville Wine Country **Explore Where Washington Pours!** 120+ Wineries Breweries & Distilleries, plus dozens of great dining and lodging options! Linger L'nger in Woodinville 🍷 ② linktr.ee/winewoodinville



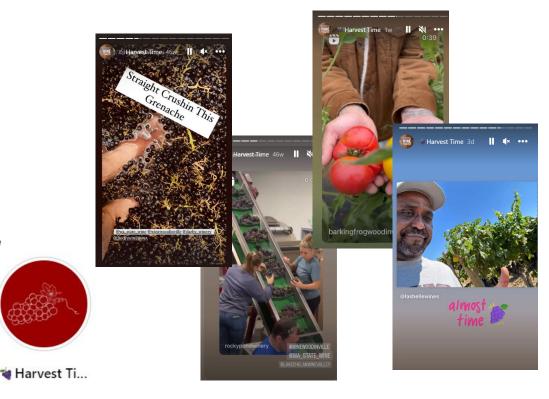
# HIGHLIGHTS



### Harvest Time Highlight

Stories shared by wineries and partners about harvest, crush, etc, will be reshared and then saved to the Harvest Time so consumer can relive the beauty of harvest.

This highlight will live in perpetuity and constantly added to each season.

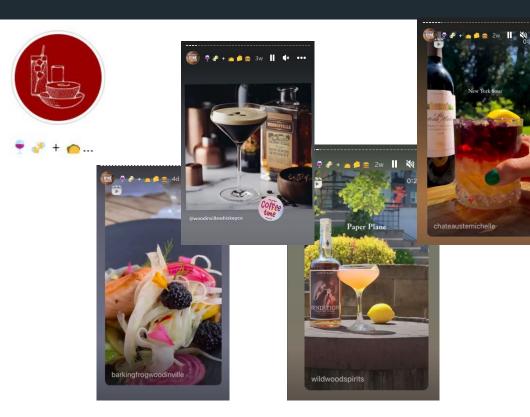




#### Beverage + Food Highlight

Stories and reels shared by member businesses as well as original content that either feature food and beverage pairings, cocktail (including wine cocktail) recipes, and food specials will be reshared and saved in this highlight.

*This highlight will live in perpetuity and constantly be added to.* 





### Live Events Highlight

Stories and reels shared by member businesses as well as original content that feature events happening across Woodinville Wine Country will be reshared and added to this highlight.

This highlight will be updated daily, with new events added and old events removed.





### Job Board Highlight

Stories and posts will be reshared and saved to the Job Board highlight for all member business. On Wednesday's WWC will create a feature Job of the Week.

#### \*All jobs are pulled from WWC job board. Please post jobs there

This highlight will be updated weekly, with new jobs added and old jobs removed when they close.









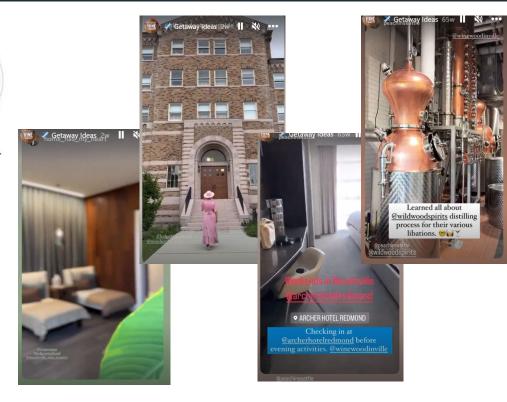
### Getaway Ideas Highlight

Stories and Reels will be reshared from members, influencer partnerships, specifically highlighting group outings, and itineraries.

*This highlight will be updated regularly and live in perpetuity.* 



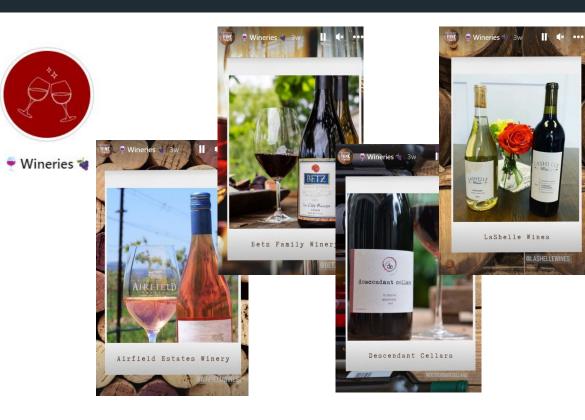
🛪 Getaway I...



This highlight features our member wineries and a directory for new visitors / followers to connect easily with our member pages.

*This highlight will be updated as new members join and live in perpetuity.* 

#### Winery Highlight







#### Highlights to come

- Brewery highlight will go live on "National Drink Beer Day" Sept 28
- Distillery highlight to be created
- Other member business will be highlighted as they fit

Always open to new ideas and suggestions!

### LINKTR.EE

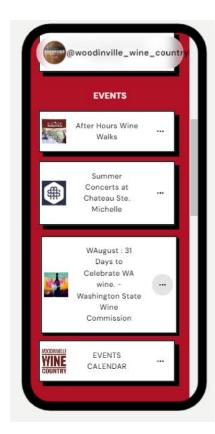


#### Our #LinkInBio will constantly be updated through Linktr.ee

The header of the page will include major links to the Woodinville Wine Country page to guide guests.

#### **Events**

The events section will be updated regularly to pair with promoted events in our posts, stories and reels.



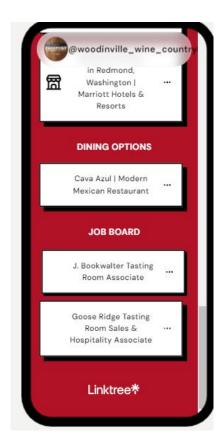


#### Packages and Passes

The packages and passes section includes a link to Passport to Taste, District Passes, Sip and Stay Bothell and other lodging packages

#### Dining Options + Job Board

These two sections will be updated regularly as we promote them on our main page through posts and reels. Jobs will be removed as the positions are filled.



# WEEKLY POST THEMES

These are the currently running themes for specific days of the week. While subject to change, we encourage our members to submit content for the following themes through the "Call for Content" survey. Pictures should be high resolution in a 1x1 format or a 3x4 format.



### Monday: Featured Business / Where to Drink

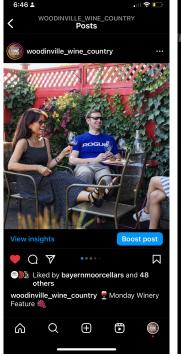
- Derived from our newsletter (from previous week ie. newsletter goes out Thursday, the following Monday will feature the same business)
- Will feature beverage businesses, "about us", tasting room location and any specials the business wants to highlight.
- Should be a weekly In-feed post + newsletter
- Reshare to Stories

Post to :

- Instagram
- Facebook
- Linkedin
- Consumer Newsletter



WHERE TO DRINK <u>L'Ecole N° 41</u>, a third-generation family-owned winery. Their focus is on crafting ultra-premium, terroirdriven wines, backed by over four decades of winemaking expertise and sustainable farming practices. Visit their new tasting room in <u>Wine</u> Walk Row.



6:46 🛓				: 🗢 🕞		
< "	OODINVII	Posts	_COUNTRY			
	4 13	267				
View insig	hts		Boo	st post		
• Q	$\overline{A}$			$\Box$		
	Liked by bayernmoorcellars and 48 others					
woodinville_wine_country 🍷 Monday Winery Feature 🍓						
@panthercreekcellars has been producing signature Pinot Noir, Pinot Gris and Chardonnay wines since 1986. Panther Creek maintains partnerships and contracts with some of the most iconic vineyards in Oregon's Willamette Valley, including Kalita, DePonte, Lazy River, and Carter.						
Their Woodinville Tasting Room, located in the Hollywood district, is open daily, no reservations required and walk-ins are welcome.						
14455 Woodinville-Redmond Road NE, Suite B, Woodinville, WA 98072						
#woodinvillewinecountry #ORwine #pinotnoir #winetasting #instawine #winemaker #chardonnay #pinotgris September 4						
â	Q	Ð	•			



### Tuesday: Trivia and #TastyTuesdays

- During WA Wine Month's this will be a **Story** that is a "question" featuring Washington wine or Woodinville wine trivia.
- Throughout the year, this should be a **Reel or Post** that feature either:
  - Cocktail crafted by or with a member wines, spirits or beers
  - Wine and food pairing
  - Restaurant feature

#### Post to:

- Instagram
- Facebook
- Linkedin
- Blog to website (for food pairings)



·			•11
	WOODINVILLE_W		

woodinville\_wine\_country #TastyTuesday feat. @vons1000spirits

Originally launched in Seattle, Von's 1000Spirits Gustobistro proudly serve scratchmade, approachable American cuisine. Their deep appreciation for sourdough is evident as they utilize a cherished 65-year-lod starter to create hand-tossed pizzas, fresh pasta, and an assortment of sourdough bricche buns and breads. Von's Signature Hamburgs, consistently voted the city's best, pair perfectly with their Hand-Cu-Today Washington fried patatoes seasoned with our signature Umami Seasoning Salt. Top it off with one of their signature craft cocktails.

Von's opened in Woodinville this year in West Valley. 15029 Woodinville Redmond Rd NE Woodinville, WA 98072

Looking for parking? Von's offers nightly valet services, making parking a breeze.

#woodinvillewinecountry #restaurants #foodie #dailyeats #instafood

View all 4 comments vons1000spirits Thank you for the feature! We hope to see all of you soon! thesocialchainco This looks so good @



HOW VITICU	MANY AVA'S (AMER LTURE AREAS) ARE I	ICAN N WA?
<b>A</b> 7		
<b>B</b> 15	5	
© 23	3	
D 20	D	

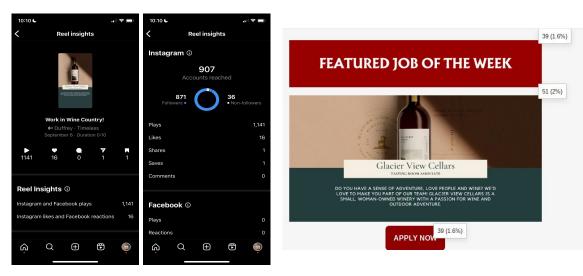


#### Wednesday: Featured Wine Job

- This will be a wine job or wine country job (restaurant, brewery, etc) pulled from the job board on the WWC website
- Cover image will be pulled from member content library or Google depending on availability
- Short description of job + link
- Link added Linktr.ee under Job Board for instagram.

#### Post to:

- Instagram
- Linkedin
- Facebook
- Also included in Thursday Consumer Newsletter





#### Friday: Featured Flight

- Beverage member tasting menu with pictures of the wines/beers/spirits, times the tasting room is open and location address
- Should be a weekly **In-feed post**
- **Reshare to Stories**



Post to :

- Instagram
- Facebook
- l inkedin



FRIDAY FEATURED FLIGHT

Welcome to @lashellewines in the Warehouse District, LaShelle' is built on the premise of community and shared experiences through wine and conversation. What makes their wines so special? Due to the winemakers sulfur allergy, LaShelle' wines are all made with limited sulfites and no animal byproducts are used in the winemaking practices. So for those tasters with sensitivities to certain wines, this is the winery for you!

Current Tasting Menu • : 2022 Chardonnay 2022 Cabernet Sauvignon Rose 2019 Syrah 2019 Cabernet Sauvignon



...

:03 🛓			
	WOODINVILLE_WIN	IE_COUNTR	

@skyrivermead, a renowned meadery proudly owned by women, has deep roots as one of Washington's longstanding wineries. Its journey began amidst the rugged beauty of the Cascade Mountain foothills. The winery officially came to life in 1997, and by 1999, it had introduced its inaugural bottle to the world.

"Glenda Downs and Denice Ingalls are sisters who both came to mead-making almost by accident. Their circuitous routes took them through floristry, the tourism industry, baking craftsman breads, and microbrewing, Denice selects the honeys, works with the wines as they ferment, collaborates on packaging, oversees the mountains of paperwork, and enjoys working with customers and teaching them about mead. Glenda oversees sales and marketing, social media, the tasting room and grounds, art direction, and this website."

Visitors get to choose any 5 of the readily available meads for their flight when they visit the tasting room. Come by, say hi, and see what mead is really all about!

14270 Woodinville-Redmond Rd NE Redmond, WA 98052

#woodinvillewinecountry #wawine #meadery #fridayflight #featuredbusiness



Visit today! https://www.lashellewines.com/



#### Other Days of the Week

Suggested content:

- New wine/beer/menu releases
- Sales specials
- Grand openings
- Events
- Lifestyle
- Celebrations: anniversaries, birthdays of founders, etc

# **Suggestions for Members**



#### How to Get Our Attention

#### Want Content Re-Shared to Our Networks?

- Tag us @woodinvillewinecountry
- Add us as a collaborator (IG)
- Submit content through "Call for Content"
- Email Cara directly cara@woodinvillewinecountry.com
- ADD EVENTS TO EVENTS CALENDAR

Pay your dues for membership. Priority is given to active members of the organization.



#### **Best Practices**

#### **Photos:**

- Make sure imagery is hi-resolution with no watermarks or timestamps
- Send in a png or jpeg format
- Sizing is best at a 1:1, 3:4 or 16:9 depending on application
- Send a variety of images
- Make sure you logo is easily visible
- Lifestyle photography is greatly welcome!

Logos:

- Send as png with transparent background or white (Canva makes it easy to adjust)

Videos:

Always submit as portrait orientation whenever possible



Cara Castro Digital Marketing Specialist cara@woodinvillewineocuntry.com 509-778-3214

