

A group of people are gathered around a table, engaged in a wine tasting. In the foreground, a hand is pouring red wine from a bottle into a glass. The background is filled with other people, some holding glasses, and warm, bokeh-style lights, creating a social and intimate atmosphere.

Content Calendar Strategy

WOODINVILLE **WINE** COUNTRY

Instagram Main Page



woodinville_wine_country

Notice the updated handle for WWC.

Archive

A

3,108 posts

15.6K followers

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 🍷

linktr.ee/winewoodinville



🍷 Harvest Ti...



🍷 🍷 + 🍷 ...



📣 Live Events



👤 👤 👤 👤



✈️ Getaway I...



🍷 Wineries 🍷

HIGHLIGHTS

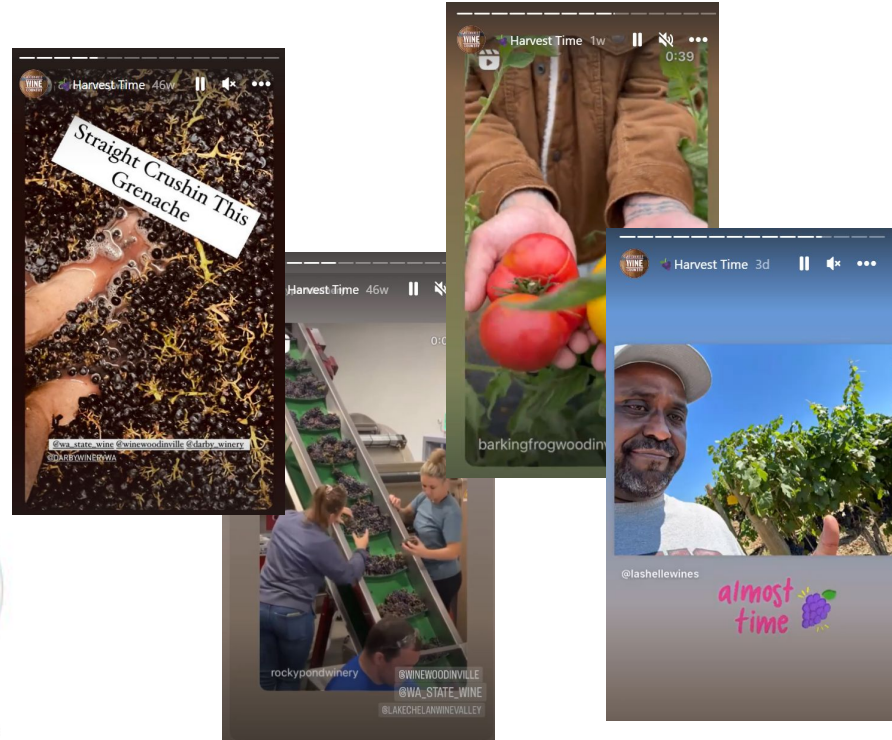
Harvest Time Highlight

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.



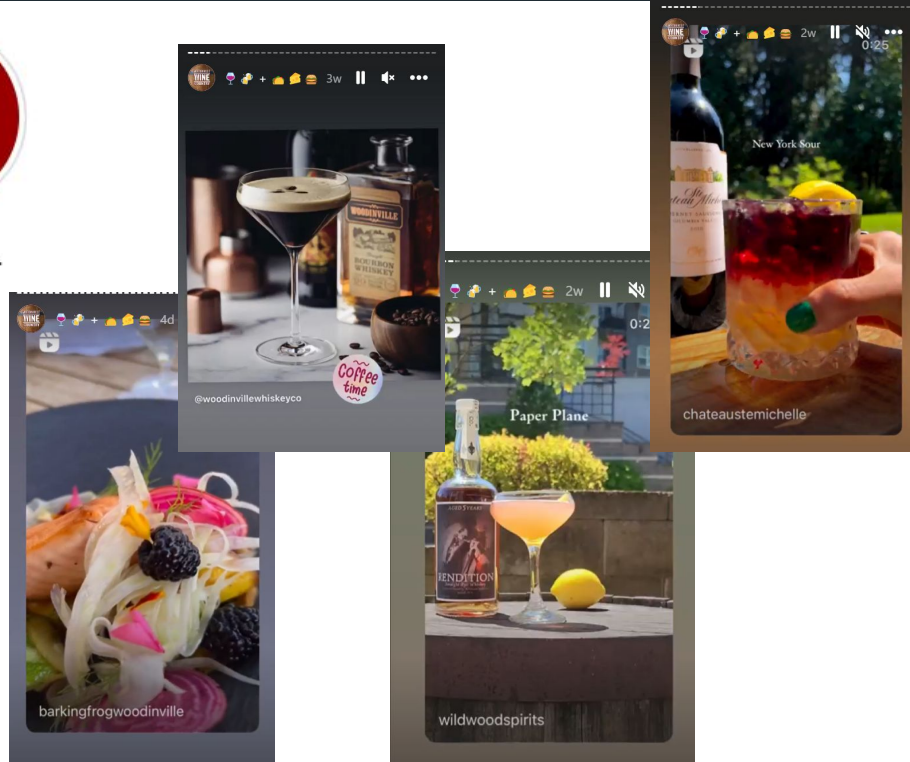
Harvest Ti...



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.



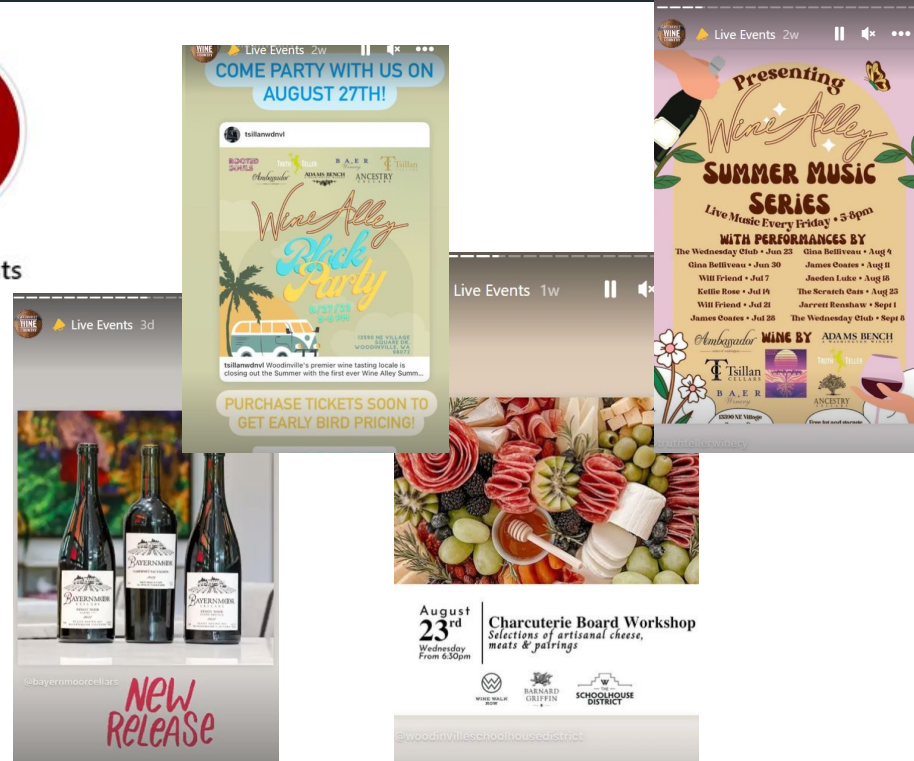
Live Events Highlight

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.



🔔 Live Events



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.



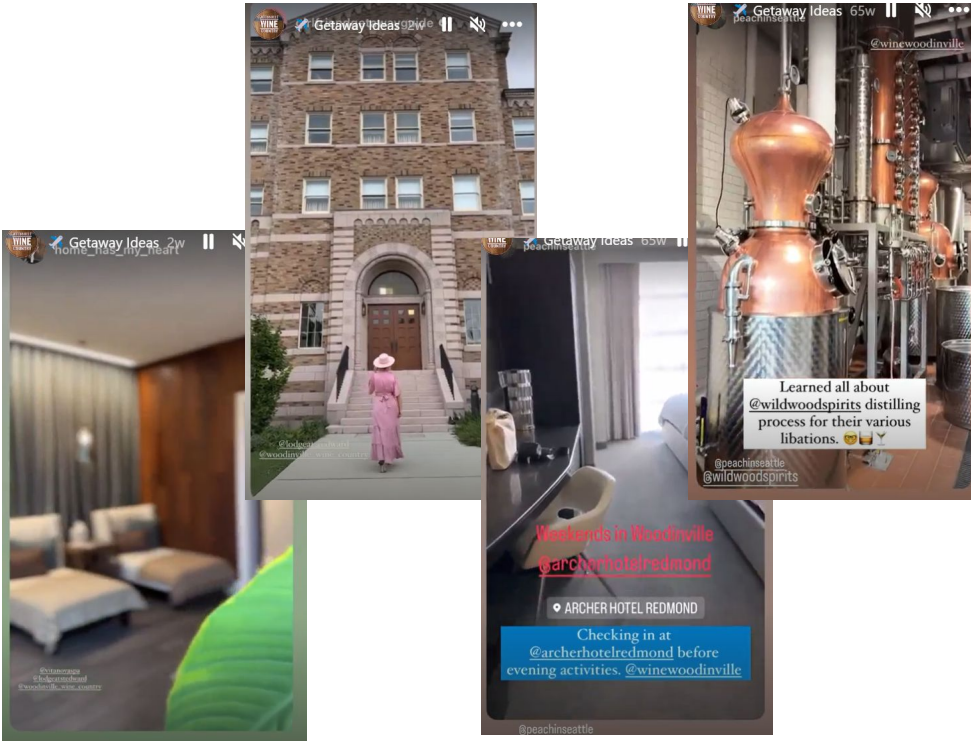
Getaway Ideas Highlight

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



✈️ Getaway I...

This highlight will be updated regularly and live in perpetuity.



Winery Highlight

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.



Wineries



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

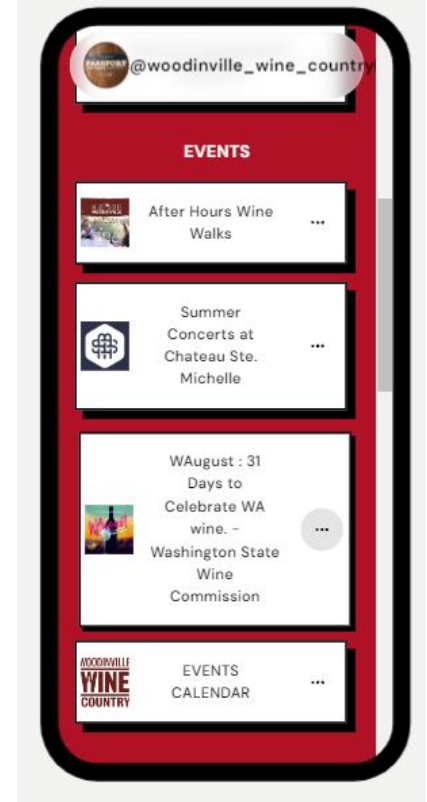


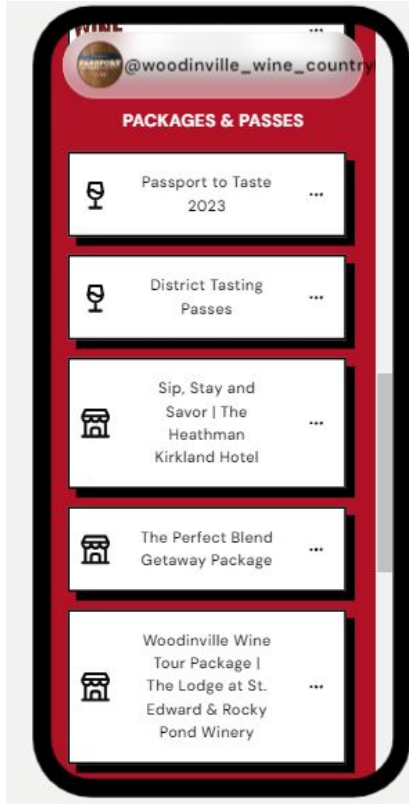
Our #LinkInBio will constantly be updated through [Linktr.ee](https://linktr.ee)

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.



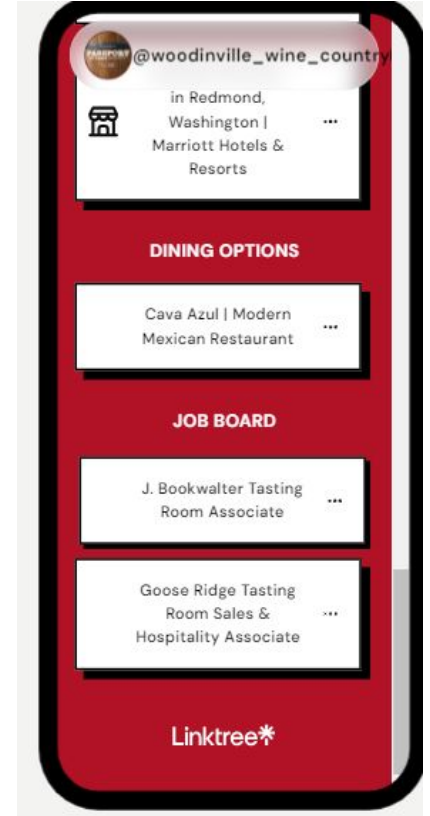


Packages and Passes

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

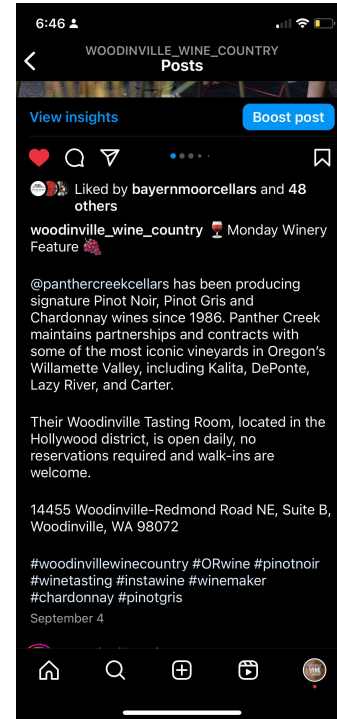
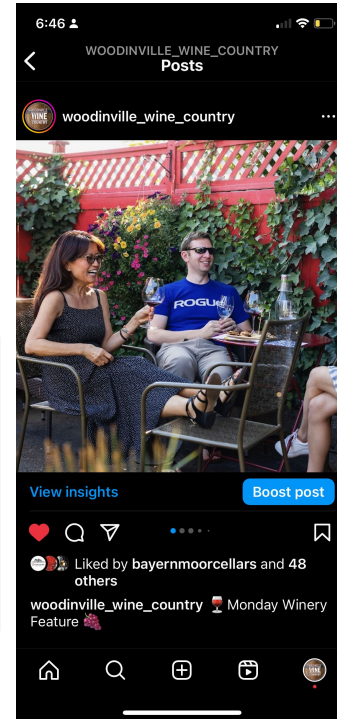
Post to :

- Instagram
- Facebook
- LinkedIn
- Consumer Newsletter



WHERE TO DRINK

[L'Ecole N° 41](#), a third-generation family-owned winery. Their focus is on crafting ultra-premium, terroir-driven wines, backed by over four decades of winemaking expertise and sustainable farming practices. Visit their new tasting room in [Wine Walk Row](#).

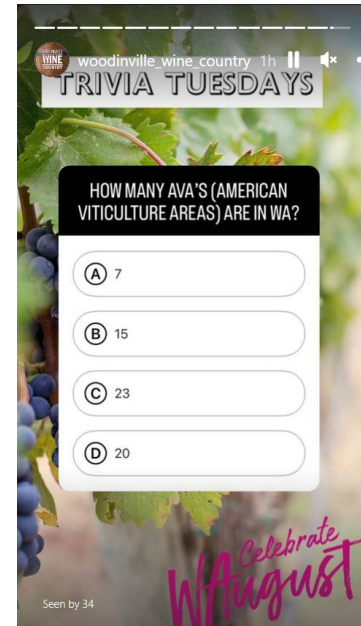
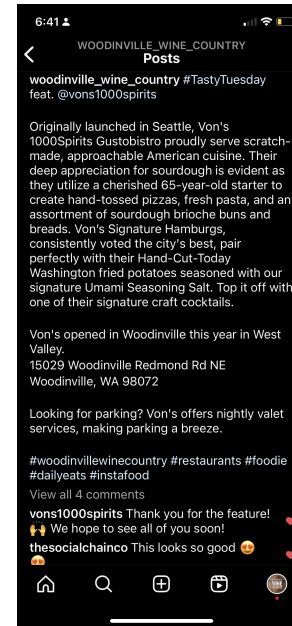
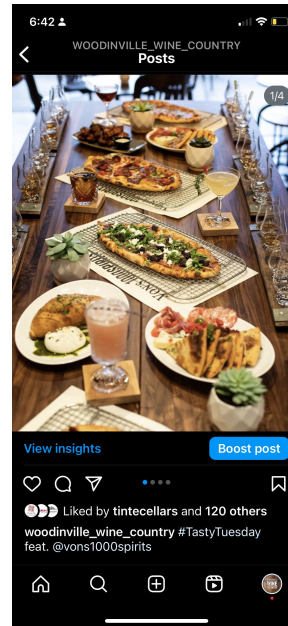


Tuesday: Trivia and #TastyTuesdays

- 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)

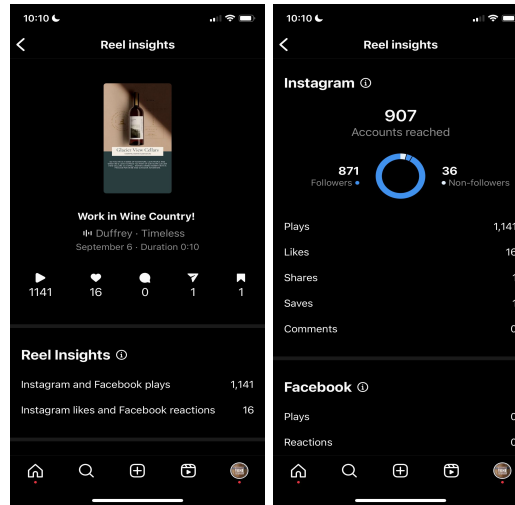


Wednesday: Featured Wine Job

- 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



FEATURED JOB OF THE WEEK 39 (1.6%)

Glacier View Cellars
TASTING ROOM ASSOCIATE

DO YOU HAVE A SENSE OF ADVENTURE, LOVE PEOPLE AND WINE? WE'D LOVE TO MAKE YOU PART OF OUR TEAM! GLACIER VIEW CELLARS IS A SMALL, WOMAN-OWNED WINERY WITH A PASSION FOR WINE AND OUTDOOR ADVENTURE.

APPLY NOW 51 (2%)

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
- LinkedIn



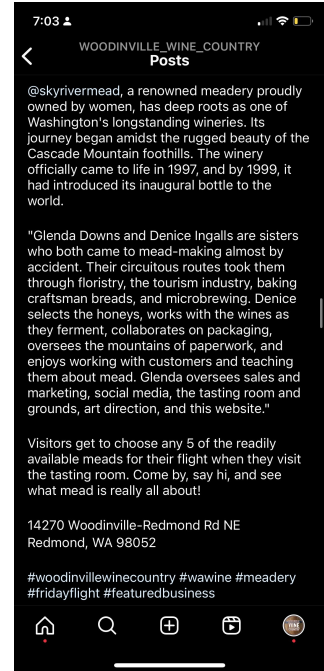
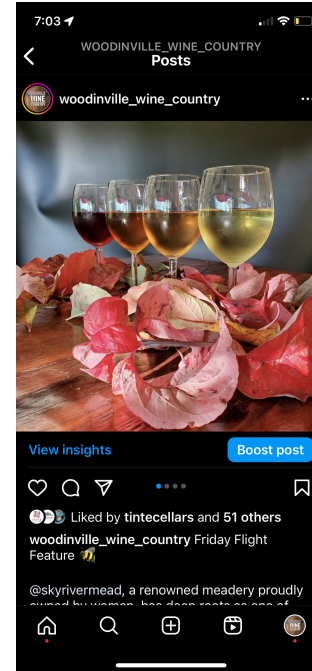
Woodinville Wine Country
1 September at 12:34 · 🌐

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

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 your 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

Questions?

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WOODINVILLE **WINE** COUNTRY