



VIRTUAL EXPERIENCES

BEST PRACTICES

- Equipment: grab a smart-phone or a computer with video access, that is all you need!
- Home-made content does well on social media, you do not need a professional set up.
- Test your connection and filming area before going live to check lighting, sound and connectivity.
- Give plenty of notice before formal tasting events. Ensure that participants have time to plan to join and can get the wines if necessary.

CONTENT IDEAS

- Winemaker tastings: taste through new releases, older vintages, favorite varietals. Feature neighboring wineries, restaurants, wine shops to extend reach and foster community.
- Vineyard updates: people are craving experiences, show them what is happening outside and share your beautiful vineyard views.
- Cellar tours: now is a great time to educate your followers on how the wines are made and to give a behind the scenes view of the winery.
- Storytelling: share updates on your daily activities, your favorite areas on your property, why you started this business. Any story that offers a personal connection is worth sharing.

PROGRAMS

- Zoom
 - Great for tastings, connecting with club members or connecting multiple speakers.
 - Basic
 - Free
 - Up to 100 participants
 - 40 minute limit on calls
 - Great option to test the platform
 - Pro
 - \$14.99/month or \$150/year +taxes
 - Up to 100 participants
 - No time limit on calls
- Further upgrades available to host webinars, add additional participant capacity, etc.
- Tips & tricks:
 - Mute all participants upon entry
 - Record your meetings and share the link after with those who are unable to join
 - Allow participants to join via video to see each other "face to face"



PROGRAMS CONTINUED

- YouTube

- Pre-record and upload tastings, interviews or any other relevant content
- Public videos can reach new fans.
- Unlisted videos allow for more privacy. You can share the link directly with club members or registered attendees.

- Social Media Live

- Social media live is always free and simple to use.
- Great way to connect with current followers and attract the attention of new ones.
- Live videos are given priority in news feeds and average much higher engagement than traditional posts.
- You can add other accounts to go live with you. This is a great way to interview and connect with industry partners.

- Facebook Live

- You can privately stream and practice first, select "publish as a test broadcast" when setting up the post.

- Instagram Live

- Typically done in a "selfie" portrait mode.
- Content suggestion: use the question feature in Instagram stories. Do an "ask us anything" post and live stream the answers.
- Highlight your live streams and save them for later replays

- There are many other programs you can experiment with (Google Hangouts, GoToWebinar, etc.)
Find what works best for you.

PROMOTION

- Let people know when you will be going live so they don't miss it
- Post virtual experiences as a Facebook event, even if you will be streaming on a different medium
- Upload all of your virtual events to virginiawine.org
 - Contact information@virginiawine.org if you need assistance logging in
 - These events will be shared on @vawine social media channels and email lists