

Social media in the wine industry

Jamie Goode

What is social media?

- For our purposes, Twitter and Facebook
- To a lesser extent video-sharing sites such as YouTube, Vimeo and Blip.tv.
- Blogging enters the picture if there is a dialogue (comments) with readers.

12 things
you need to know
about social media

1) It won't save the world

- Social media is not magic – nor is it just a fad
- It will not solve all your problems – but ignore it at your peril
- It is not all about ‘going viral’ or doing marketing for free

2) It is a set of communication tools

- As part of a sensible, inspired, integrated communications strategy, Twitter and Facebook are important tools
- Effective communicators will use these tools effectively. They will use different tools for different jobs

3) It requires people with a talent for it

- Who should be communicating? Find the people with the talent and the willingness to get involved.
- If you decide to do this, you need to invest time in it, but not large blocks of time. Little and often works best. It has to be painless or it won't get done: who in your organization enjoys communicating and is good at it?

4) It needs a face

- People relate to people better than they do to organizations. Social media should have a face. I think people should tweet as people, not their organization.
- Avoid the temptation to have multiple twitter/facebook accounts. It dilutes the brand and is hard to do well.
- Authenticity matters: you need to be yourself. But if being 'yourself' leads to a stream of self-important, self-congratulatory, self-obsessed communications, it's probably best not to do it.

5) It requires a common-sense approach

- Balanced content works best
- Engage people
- Give and take: generosity in social engagement counts for a lot
- Patience! It takes a long time to build up a following

6) It resists measurement

- Don't try to measure the returns
- It is almost impossible to come up with reliable metrics
- You can't do social media well under the pressure of achieving results

7) It allows us to be known

- There's an interesting mix of professional and personal here – it is quite hard to keep the two separate
- The positive? People get a more rounded view of who you are
- There are dangers, though. If you are a dick, people will realize this quicker with social media

8) It fosters relationship

- The strongest use of social media is as a way to continue face-face relationships at a distance; there are also many people who I have communicated with online, who then I've met in person
- There's a richness to these relationships.
- Social media is good for establishing a relationship with consumers, but it is also great for maintaining relationships with the trade and journalists

9) It creates a network of uncertain value

- Honesty and authenticity are critical in participating in online communities
- Your intention should not be to sell or promote: it should be to make new connections and to be part of a larger community
- It is more in the bar or down the golf club than it is at the office

10) It is rarely profound

- Don't insist on profundity
- Don't plan
- Be of the moment
- The first rule is that there are no rules
- It depends on you!

11) It is an investment for the future

- Social media has been oversold, but this doesn't mean it isn't important.
- Its penetration to the baby boomer generation is low, and these are economically still important consumers of wine
- The next generation – Millennials and beyond – live in a social media sphere. Effective use of social media will become an increasingly vital skill
- There are still many people out there with negative views of social media, and many more who simply don't use it. So it can't be your only strategy. But this will change in time.

12) It needn't cost much to implement

- Don't hire expensive consultants
- If you can do it, you can do it
- If you can't, an expensive consultant won't help all that much (but a cheap one might be worth it just to hold your hand through the process)