

THE WHOLE VINE
FESTIVAL
2023

THE GRAPE GUIDE TO SOCIAL MEDIA



For More Information visit thewholevine.com

USE THIS TOOLKIT TO

- Raise awareness about the San Joaquin Valley's Grape, Raisin and Wine Industries.
- Share The Whole Vine Festival with your friends, family, and followers.
- Celebrate the grapeness of the Central Valley.

Crush your social media game with everything you need to spread the word about The Whole Vine Festival!



THIS TOOLKIT INCLUDES

- How to Post a #TheWholeVineFestival2023 Photo
- Shareable Content and Messaging
- Resources

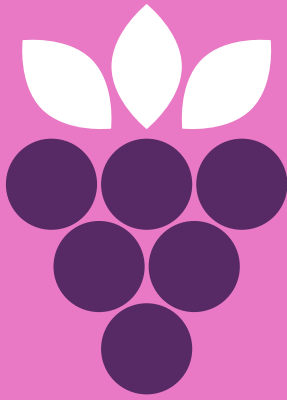
Refer to this digital toolkit as often as you need to make your own mark on the virtual grapevine.

HOW TO POST A #THEWHOLEVINEFESTIVAL2023 PHOTO



Share The Whole Vine Festival with your friends, family, and followers using the **#TheWholeVineFestival2023** hashtag.

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YOU CAN

- Take a photo of grapes, wine, raisins or anything related to the things grown and manufactured in the Central Valley and share it on your own social media. Make sure your photo follows the Before-You-Post Checklists guidance.
- If desired, include your company's brand and use the #TheWholeVineFestival2023 hashtag in the post.
- Invite your followers to post their own #TheWholeVineFestival2023 photos.

BEFORE-YOU-POST CHECKLISTS

Review these checklists before you post to make sure your photo and message are ready:

- Is your photo of the San Joaquin or Central Valley area or produce? Especially if you use a stock photo you want to make sure the photo is relevant to the topic.
- Is the visual/video visible and in high resolution? Always check the visual or video by going through it at least once and placing your full attention on spotting any blurry sections.
- Is the language used error-free? Read through the post and make sure it's typo-free and that the sentences are structured properly.
- Does the post make sense? Have you read the post again after you finish crafting it?
- Does the post have a call to action? Every social media post should have a purpose.
- Did you include the correct hashtags? Suggested are: #TheWholeVineFestival2023 #GrapeExpectations #SavorTheFlavor #FamilyFun
- Have fun with your photos and posts!



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SHAREABLE CONTENT AND MESSAGING



- Think About Your Messages
- Engage with your friends and family by inviting them to join you at the festival for a grape time!
- Use #TheWholeVineFestival2023 alongside any other related hashtags that you follow or use on social media.
- Consider making your Facebook or Instagram post public so your post can be seen and shared by others and using the following hashtag #TheWholeVineFestival2023.

SAMPLE MESSAGING



Join us for a weekend of fun for the whole family at The Whole Vine Festival! With kid-friendly activities, culinary demonstrations, and local music performances, there's something for everyone.

#TheWholeVineFestival2023 #GrapeExpectations
#SavorTheFlavor #FamilyFun

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SHARE POSTS FROM SPONSORS WITH YOUR SOCIAL PEERS

Get to know the businesses and organizations that are helping to bring the best of the San Joaquin Valley to you. Show your support by reposting #TheWholeVineFestival2023 posts from other sponsors and vendors. Make sure you:

- Recognize #TheWholeVineFestival2023 photos that follow these guidelines, and congratulate the original posters.
- Share #TheWholeVineFestival2023 from other sponsors.
- Respond to comments and questions. Together we can share our love for The Whole Vine Festival and make this event a success.

RESOURCES

PRINTABLE POSTER LINK

Print this poster to display in popular locations.

PRINTABLE FLYER LINK

Print flyers to pass out to friends, family, and the community.

PRINTABLE MAILER LINK

Print and mail to your subscribers.

