

## **Winter WINEland Social Media Toolkit**

**Hashtag:** #WinterWINEland2024

**Event Page URL:** <https://www.wineroad.com/events/winter-wine/land/>

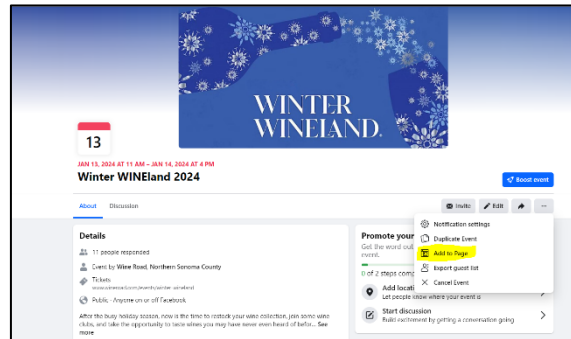
**Event Ticket Page URL:**

**Dropbox Link to photo/video assets:**

<https://www.dropbox.com/sh/0ip5y1dl821zsk7/AADoETHqLM7zqDvv16cGv1sGa?dl=0>

### **Facebook Event**

You can share/add the Winter WINEland event that is already created on Facebook: You can also add our event to your page by going to the event on our page, clicking on the “three dots” on the top of the event and choosing “Add to Page.” See graphic for how to share and add.



***NOTE:** It's generally better to share and add the event we created on Facebook versus creating your own so that those that are interested click on our event and therefore can be retargeted with sponsored posts – paid for by Wine Road - at a later date.*

**Tik Tok:** We are on Tik Tok @thewineroad, so be sure to follow us and share our Winter WINEland videos if your winery is there too!

### **Hashtags to use on Instagram (plus add yours!):**

#winterwineland2024 #wineroad #sipsonoma #sonomacountywine #californiawine #wineevents #winetasting #gowinetasting #wineroadlife

### **Social Media Post Ideas:**

🍷 🎉 It's that time of year, wine lovers! Tickets for the 31st Annual Winter WINEland are NOW ON SALE! Trust us, you don't want to miss out on this epic wine extravaganza! Grab your tickets today and avoid the holiday rush: URL

🍷 🎉 Early Bird Alert! Get your Winter WINEland tickets for just \$85 until November 30th. Indulge in two days of wine tasting at over 60 wineries. Don't miss this opportunity, grab your tickets today: #winterwineland2024 #wineroadlife

🍷 🍷 The magic of Sonoma County in winter is something to behold...especially when there's wine involved! Winter WINEland is back on January 13-14, 2024. Mark your calendars, get your tickets and join us for a wine-tastic adventure!

🌟 TICKETS ALERT! 🌟 Winter WINEland tickets are officially up for grabs! Don't let the holiday chaos make you forget this one. Over 60 wineries are waiting for you, so snag those tickets NOW: [URL](#)

📷 Ready for some #wineroadlife? Share your Winter WINEland journey with us using the hashtags #WinterWineland2024 and #yourwineryname. We can't wait to see your snaps!

🍷 ✨ It's all about the vino at Winter WINEland! Restock your cellar, discover new favorites, and maybe even find your new wine club home. Let the wine adventure begin - grab your tickets here: [URL](#)

🎁 Looking for the perfect Christmas gift for a wine lover? How about a pair of tickets to Winter WINEland? It's the gift of unforgettable experiences and fine wines: [URL](#)

❄️ 🍷 Cold outside? More reason to enjoy a glass of wine! Don't let the chill stop you from joining us at this year's Winter WINEland. Get your tickets today and warm up with some world-class wines: [URL](#)

🎉 🍷 Join us for the perfect winter escape at the 31st Annual Winter WINEland. Your ticket includes at least 3 wine tastings at each participating winery. Make memories, snap photos, and share your journey with the hashtags #winterwineland2024 and #wineroadlife. Secure your tickets now:

🍷 ❤️ If you love wine & winter in Sonoma County's Wine Country, then you'll adore Winter WINEland. Get your tickets now and make us one of your stops! [URL](#)

🍷 👁️ Ever wondered what Sonoma County is famous for? Winter WINEland is your chance to find out! Experience our stunning winter scenery, beautiful vineyards and world-class wineries. Get your tickets today: [URL](#)

🎉 🍷 Good friends + Good Wine + Good Times = Winter WINEland! Tickets are still up for grabs. Don't miss out: [URL](#)

🕒 TICKETS ALERT! 🕒 Just one more week left to get your advance tickets for Winter WINEland. No door sales, so secure your spot today: [URL](#)

🚨 LAST CHANCE! 🚨 Advance ticket sales for Winter WINEland end on Monday, January 9th at 7pm. Don't miss out on this wine-filled winter wonderland. Get your tickets now: [URL](#)