

SOCIAL MEDIA TOOLKIT

This toolkit is designed to equip Texas wineries, partners, and ambassadors with the resources they need to promote Texas wines across digital platforms.

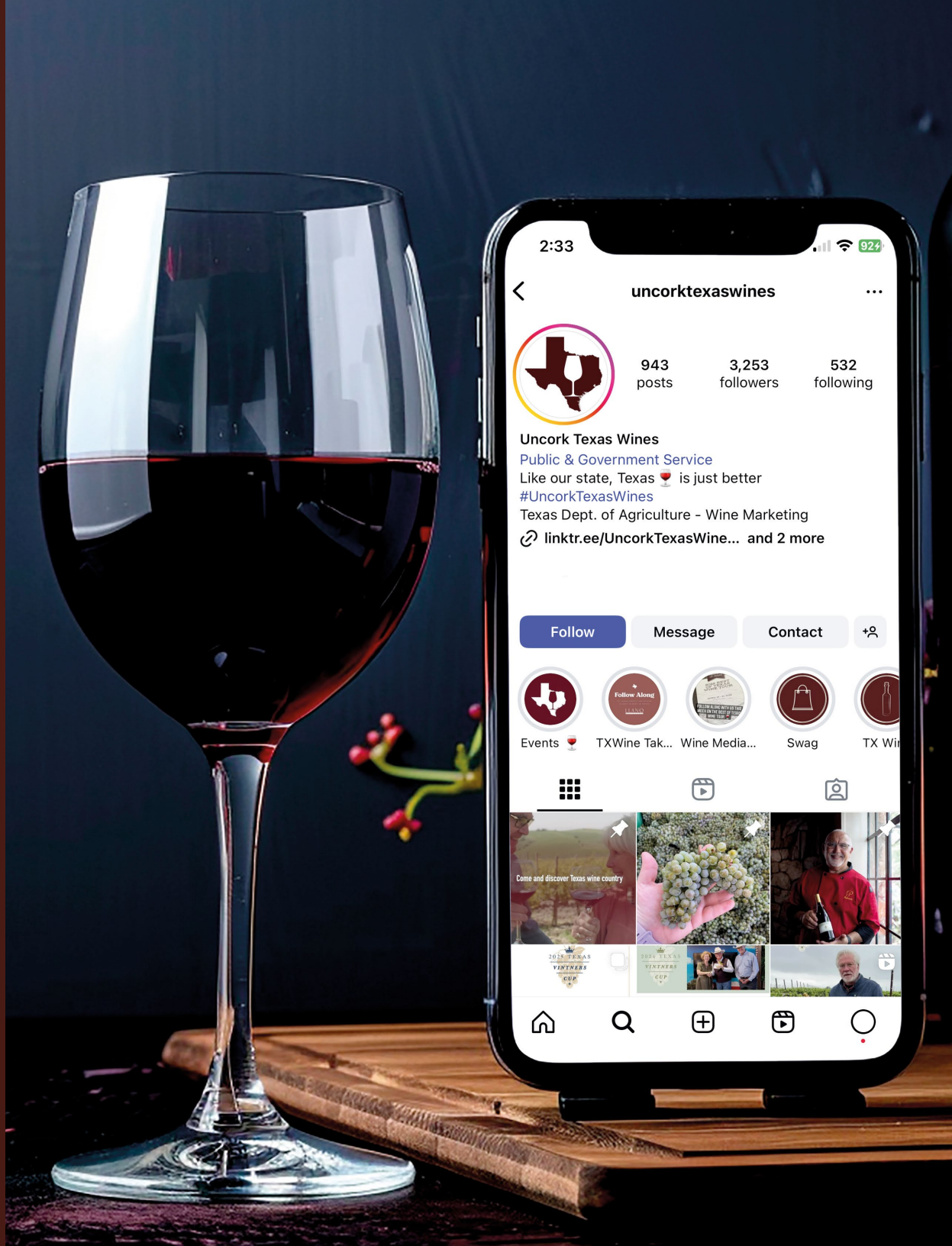
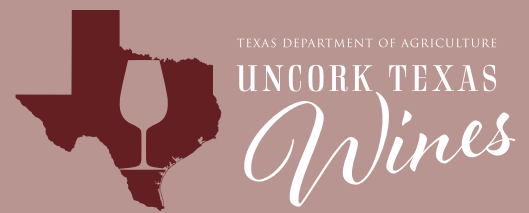


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KEY MESSAGING



Uncork Texas Wines celebrates the diversity and excellence of Texas wines—supporting local wineries and educating consumers on the distinct flavors, regions, and craftsmanship that define the state’s wine industry.

Texas is gaining national and global recognition for its award-winning wines. With a rich and varied terroir, Texas winemakers blend tradition and innovation to produce standout varietals that are earning attention from critics and wine lovers alike. As its reputation rises, Texas continues to secure its place among the world’s leading wine regions.

SHARE YOUR WHY

Your story is stronger than any ‘perfect’ post. Know what makes you unique, speak in a voice that reflects your values and keep that tone consistent across all posts. When your message is clear and authentic, it builds connection, trust, and ultimately, conversion.

TEXAS WINES LANDSCAPE

- 700+ winery permits
- 14,403 vineyard acres planted
- 5th largest wine-producing state
- \$24.39 billion total economic impact to the state
- 141,000+ jobs created
- 2.64 million annual visits to wineries
- Texans consume about 70 million gallons of wine each year
- Over 70 grape varieties are in production in Texas

UPCOMING EVENTS

Focus your strategy around high-impact wine occasions such as Spring Rosé season, Fall harvest, Texas Wine Month in October, seasonal pairing releases, and relevant industry events. Use targeted social media advertising to boost visibility during these windows, reaching audiences by interest, location, and behaviors. Paid ads should highlight limited-time experiences, new releases, or exclusive offers to encourage engagement and attendance, and retarget those who’ve interacted with past campaigns to drive higher conversions.

COLLABORATE WITH TEXAS INFLUENCERS

Build genuine relationships grounded in shared value and intentional experiences. Invite them to your winery for complimentary tastings, vineyard tours, or special events—encouraging photo-worthy moments and connection. Stay top of mind with seasonal wine shipments, personal notes, and small gift items to increase organic shares. Tie their participation into larger narratives like Texas Wine Month to help them feel part of your story. And most importantly, stay connected—follow, reshare, and thank them for their support to foster continued engagement.

HANDLES

- @uncorktexaswines
- @UncorkTXWines

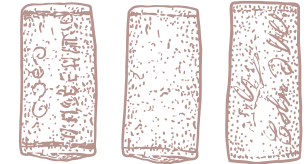
HASHTAGS

- #UncorkTexasWines
- #WineCrushWednesday
- #TXWine
- #DiscoverTexasWine
- #TexasWine
- #TexasWinery
- #TexasWineMonth
- #FindYourPerfectMatch

KEY MESSAGING



KEY WINE TERMS



Glossary of Terms

- **Aroma:** The smell of wine, especially young wines; often used interchangeably with “bouquet.”
- **Balance:** When a wine’s elements (acidity, tannins, sweetness, alcohol, etc.) are in harmony.
- **Body:** The weight or fullness of wine in your mouth (light, medium, or full-bodied).
- **Bouquet:** The complex aromas that develop in a wine as it ages.
- **Breathing:** Letting a wine sit after opening to allow oxygen to enhance its aroma and flavor.
- **Decanting:** Pouring wine into another container (a decanter) to separate sediment or to aerate the wine.
- **Dry:** A wine that is not sweet; the sugar has been fully fermented.
- **Finish:** The taste that lingers after swallowing wine. A long, smooth finish is desirable.
- **Legs:** The streaks of wine that slowly drip down the inside of a glass after swirling; often related to alcohol content.
- **Mouthfeel:** The texture of wine in your mouth, such as smooth, silky, or rough.
- **Nose:** A term used to describe the aroma or smell of wine.
- **Oak:** A flavor or texture in wine resulting from aging in oak barrels, often described as vanilla, spice, or toast.
- **Palate:** Refers to your sense of taste or the flavors you experience when drinking wine.
- **Tannin:** Natural compounds found in grape skins, seeds, and stems that give wine structure and a drying sensation.
- **Terroir:** The environmental factors (soil, climate, location) that affect how grapes grow and influence wine flavor.
- **Vintage:** The year the grapes were harvested. A “non-vintage” wine uses grapes from multiple years.

[Aroma Wheel](#)

[A Complete Guide To Texas Wines](#)

[Beginner’s Guide To Texas Wines](#)

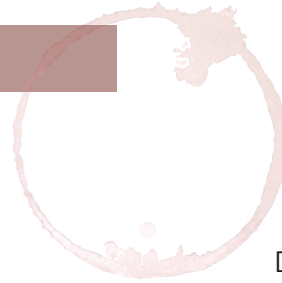
[Compendium](#)

[Press Kit](#)

LOGOS

UTW LOGOS

Logos can be [downloaded here](#).



UTW STYLE GUIDE

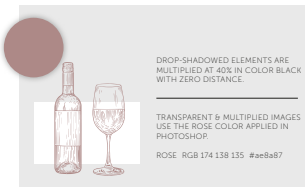
During your campaign, you may create marketing materials utilizing our logos, color palette, fonts, and more. To view instructions on **how to use our brand elements**, [click here](#).

COLORS

COLOR PALETTES:

| BLACK | 10% BLACK | WHITE | ROSE | BURGUNDY |
|--------------------------------|----------------------------|-----------------------------|-------------------------------|--------------------------------|
| RGB 35 31 32 #231f20 | RGB 35 31 32 #231f20 | RGB 255 255 255 #ffff | RGB 174 138 135 #ae8a87 | RGB 93 26 36 #5c1a24 |
| CMYK 70 67 64 74 #031f00 | CMYK 75 6 0 #031f00 | CMYK 0 0 0 0 #ffff | CMYK 32 46 41 2 #ae8a87 | CMYK 38 91 71 54 #5c1a24 |

COLORS ON ELEMENTS



18 | COLORS

TYPOGRAPHY

FONTS

| | |
|---------------------------------|---------------------------------|
| <i>Wines</i> | AL FRESCO BOLD |
| UNCORK TEXAS | RIGATONI REGULAR |
| TEXAS DEPARTMENT OF AGRICULTURE | MINION VARIABLE CONCEPT REGULAR |

These fonts are exclusively for the use of the UTW logo. They are not meant to be used for other purposes.

TYPEFACES

Al Fresco Bold
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

Minion Variable
Concept Regular
abcdefghijklmnopqrstuvwxyz
0123456789

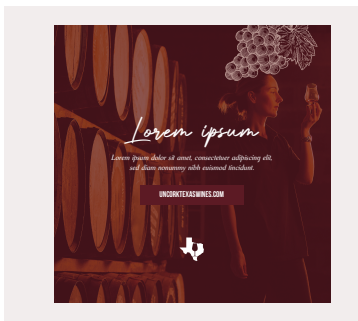
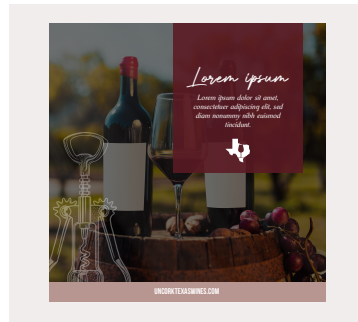
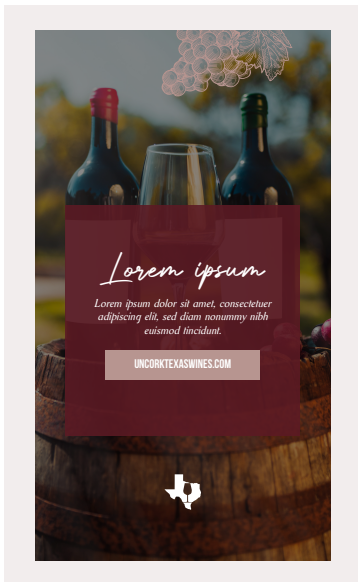
Rigatoni Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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0123456789

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TEMPLATES

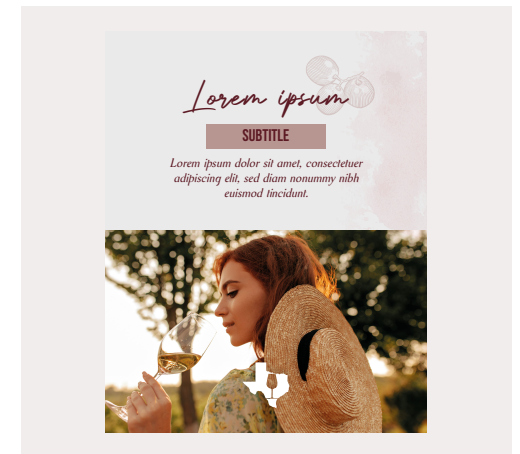
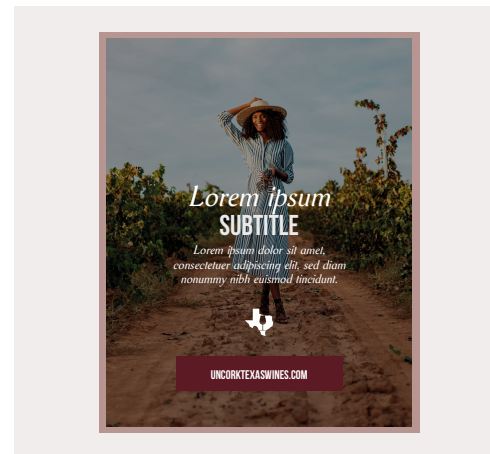
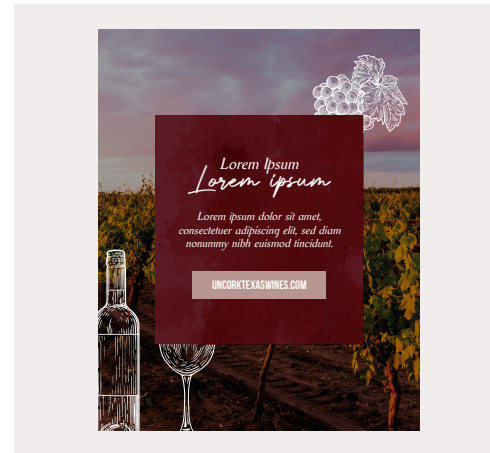
EDITABLE

Templates can be [downloaded here.](#)



GRAPHICS

Graphics can be [downloaded here.](#)



TEMPLATES

SEASONAL POSTS IDEAS

Spring



Summer



Fall



Winter



Holidays



Year-Round



RECOMMENDED SIZES



Facebook post:
940 x 788 px

Facebook 1:1 post:
1080 x 1080 px

Facebook cover:
820 x 312 px

Facebook ad:
1200 x 628 px

Facebook video:
800 x 800 px
Max video size: **4GB**
Max video length: **240 mins**
Video thumbnail image no more than **20% text**



Instagram post:
1080 x 1350 px

Instagram story:
1080 x 1920 px

Instagram video length:
Stories **60 secs**
Reels **up to 3 minutes**
In-feed videos **up to 60 minutes**
Maximum video:
1080 x 1920 px



X post:
1024 x 512 px
X header:
1500 x 500 px

X video:
720 x 720 px (square)
1280 x 720 px (landscape)
720 x 1280 px (portrait)

TIPS

- You can post a landscape image in a 1.91 to 1 aspect ratio, which is exactly the same as a Facebook link preview image. So there's cross-platform compatibility with Instagram and Facebook Ads.
- Use PNG high-quality images or JPEG small file size.

- Video formats are .MP4 or .MOV
- Use social media tools like Canva, Adobe Spark, Venngage, Pablo by Buffer, Desynger, Snappa, Gravit Designer to use social media templates.

- Choose simple photos: clear, colorful and appetizing. Change up the point of view by taking photos from the perspective of a wine lover. Overhead wine photos are also popular on Instagram. Natural light is best—avoid fluorescent lighting when possible. Turn on your camera's grid and remember the rule of thirds. Don't forget the human element for added authenticity.

BEST PRACTICES

PLATFORMS

Facebook and Instagram are both owned by Meta, which means they share several features, like cross-posting content, syncing messages and running ads from the same dashboard. If your brand is active on both platforms, you can streamline your content workflow by connecting them. This makes it easy to reach different audiences with a consistent message, without doubling content efforts.



FACEBOOK TIPS

- Eye-catching visuals stop the scroll. Highlight vineyard views, behind-the-scenes moments, or your latest release. Use natural light and minimal text on images when possible, if not using a template.
- Keep your captions warm, clear and to the point. Share updates, tasting notes or quick stories. Always end with a question or invite (“Have you tried this vintage yet?” “Tell us your favorite memory here”).
- Aim for 2–3 posts per week to stay visible without overwhelming your audience. Use scheduling tools through Meta Business Suite to plan ahead and maintain momentum.



INSTAGRAM TIPS

- Instagram is a visual-first platform, so focus on high-quality photos and short-form videos (Reels). Showcase your vineyard, winemaking process and/or seasonal highlights.
- Your visuals should be paired with short, authentic captions. Share tasting notes, food pairings, fun facts, or a quick anecdote, and be sure to invite interaction (“Which wine would you pour on a night like this?”).
- Use Stories for behind-the-scenes, Reels for increased reach, and Carousels for sharing a sequence and storytelling (like harvest-to-bottle). Add location tags and relevant hashtags to help new followers find you.



X TIPS

- Use X for real-time updates, quick facts or reacting to wine news and events with your own unique take. Keep your tone casual and human, almost as if you were texting your audience.
- Since posts are character-limited, lead with the most important info. Succinct tasting notes, seasonal shoutouts, or wine pairing ideas work well here.
- Repost industry partners, respond to mentions, and jump into relevant conversations. Engagement here is fast-paced and relational.

BEST PRACTICES



POSTING GUIDELINES

- Post **3–5** times per week for consistent visibility.
- Prioritize **high-quality images** and video—wine pouring, vineyard views, behind-the-scenes.
- Use a **mix of content** types: photos, reels, event announcements, and polls.
- Aim for **4–7** posts per week, including Reels and Stories.
- Use **aesthetically pleasing visuals**—sunsets over vineyards, flat lays of wine and food pairings.
- Stick to a consistent **brand color palette and font style**.
- Post **1–3 times** per day to stay top-of-mind.
- Keep tweets **short, witty, and relevant**—think wine facts, tasting notes, or event teasers.
- Use **strong visuals or short videos** to stand out in feeds.

CONSUMER ENGAGEMENT STRATEGIES

- Respond to comments and messages, **as soon as you can**.
- Create polls or quizzes related to **wine pairings or trivia**.
- Encourage followers to share their own wine moments using branded hashtags like **#UncorkTexasWines**.
- Use **Stories daily** with interactive stickers: polls, sliders, Q&As.
- Host giveaways in collaboration with **Texas wineries**.
- Repost **user-generated content** with permission and branded hashtags.
- Engage in trending topics like **#WineWednesday** or **#TexasWine**
- **Run X polls** (e.g., “Best wine to pair with BBQ: Red or Rosé?”)
- Quote **fans** who tag the account with their wine moments.

PROMOTIONAL STRATEGIES

- Use **Facebook Events** to promote tastings and seasonal wine releases.
- Boost posts around **holidays and wine festivals** for higher visibility.
- Target followers **by interests** (wine lovers, Texas travel, local foodies) and region.
- Leverage Instagram Reels for **behind-the-scenes, pairings, or quick tasting tips**.
- **Promote posts** featuring event countdowns or new wine releases.
- Use influencer partnerships for **cross-promotion**.
- Use **pinned posts** to highlight current promotions or campaigns.
- **Go live** during Texas wine events or tastings.
- **Link back** to blog posts or newsletters with more in-depth wine content.

BEST PRACTICES

Social Media Terms

- **Algorithm:** The set of rules a platform uses to determine which content is shown to users and in what order.
- **Analytics:** Performance data for your posts, giving visibility to popular and effective content.
- **Call to Action (CTA):** An invitation to take an action: Book Now, Visit us, Tag a Friend, Share this Post.
- **Carousel Post:** A post that includes multiple images or videos users can swipe through.
- **Click-Through Rate (CTR):** The percentage of people who clicked on a link compared to how many saw the post.
- **Collaborative Post:** A single post (photo or video), shared by two accounts, shown to both accounts' audiences.
- **Content Calendar:** A schedule of what kind of content you'll post and when.
- **Content Pillars:** The main topics you cover on social media. Can extend to newsletter and text messaging campaigns.
- **Hashtag:** A word or phrase preceded by the “#” symbol, used to categorize and increase the visibility of content.
- **Engagement:** The total number of interactions a post gets — likes, comments, shares, saves.
- **Feed:** Your main profile page/grid where your photos and videos live permanently, your 'hub' on any given platform.
- **Impressions:** The total number of times your post was seen, including repeat views.
- **Organic Content:** Posts that are shared without paying to promote them.
- **Paid Content:** A type of paid promotion on social platforms that increases the reach of an existing organic post.
- **Reach:** The total unique people who saw your post.
- **Reels:** Short-form video content popular on Instagram and Facebook.
- **Scheduling Tool:** A platform/program that helps you plan, edit and post content ahead of time. Examples include: Meta Business Suite, Sprout Social, Later, Hootsuite.
- **Stories:** Temporary posts that disappear after 24 hours, often used for real-time updates and promotions.

SOCIAL MEDIA SCHEDULING TOOLS

- Buffer
- Crowdfire
- Hootsuite
- Later
- Meta Business Suite
- SocialPilot
- Sprout Social



TEXAS DEPARTMENT OF AGRICULTURE

UNCORK TEXAS

Wines

CONNECT WITH US!



Let's raise a glass to collaboration
and continue uncorking the pride,
passion, and flavor of Texas wines
— one post at a time.



TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

P.O. BOX 12847
AUSTIN, TX 78711