

SOCIAL MEDIA POSTS AND DIGITAL COMMUNICATIONS GUIDELINES UNDER COVID-19 ALERT LEVELS

Social Media

We understand a huge part of social distancing is keeping in touch through digital channels. We also understand it is important to reassure your international customers of the quality and continuity of harvest. Digital marketing has become more important part of many businesses' brand strategies.

We do however ask all members to be cautious with your images and copy to make sure they comply with the relevant Alert Level rules wherever you are. The single goal of government is stopping the spread of the virus, and everything else is discretionary. As an industry, we need to ensure our social media use reflects this message as well.

Please consider the following guidelines before posting or distributing content during Alert Levels.	
Remember	The same regulatory requirements apply for your content – COVID-19 has not changed these. You should ensure you understand the Advertising Standards Code requirements for example.
Eliminate Risk	If you are going to use a stock photo or a photo taken at an earlier date, ask yourself if an image could illustrate the company is in breach of the essential business criteria (e.g., the 2m rule). Does the image show people socialising or congregating at your vineyard or winery?
Be Kind	Please be extremely considerate regarding your messaging and posts. We do not want to be seen either celebrating or oblivious to our privileged position to be an essential industry.
Help each other	We need to work together. If you're unsure about something you would like to post, the NZW communications team and regional associations are available for a second opinion. Get in touch via comms@nzwine.com or direct message us.
Don't joke	It would be best if we leave our consumers to post things like 'thank god there's wine' and 'wine is an antidote to COVID-19'. Please don't be seen to be endorsing or sharing these types of posts.
Inform staff	Whether you have a formal social media policy in place or not, it is very important to inform your workforce of the new way your business is intending to communicate to your online community. Please urge them to follow suit.
If in doubt	If you're not sure if your own posts or captions could be viewed as insensitive, please don't post until the Alert Level has changed.

Keeping your customers up to date

- It is a good idea to update your Facebook and Google business hours to reflect restaurants and cellar doors being closed.
- Please update your website to include a message about the lockdown and whether you are still able to fulfil online orders.
- If you are promoting online sales, please do so in a sensitive manner; including enjoy responsibly messaging; following alcohol advertising standards; and note that any deliveries will need to be arranged in a contactless manner to protect both the customer and the courier delivery service.
- Review the conditions of your existing liquor licence. Make sure you are comfortable with what it does (and does not) allow you to do, particularly regarding remote sales.