



Social Media Kit

#vinitaly2023



Our passion for wine is unstoppable.
Vinality communicates 365 days/year through social media.

We use our social media channels to spread the **culture of wine**, share sector **news, insights** and the extraordinary **uniqueness of Italian wine-growing** to stimulate the attention and involvement of our wine community.

If your editorial plan contains any kind of reference to Vinality, may we kindly ask you to focus on how you communicate the presentation of Vinality.

In this way, we can effectively enhance the impact of your content.

Official social media networks

HANDLES

LinkedIn @vinality

www.linkedin.com/company/vinality

Instagram @vinalityofficial

www.instagram.com/vinalityofficial

Facebook @vinalityofficial

www.facebook.com/vinalityofficial

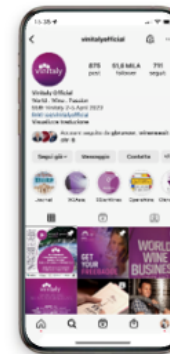
Twitter @vinalitytasting

twitter.com/VinalityTasting

YouTube @vinality2012

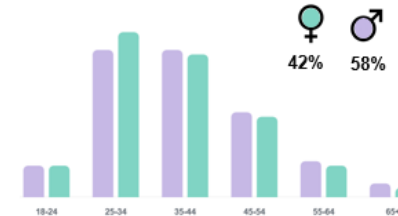
www.youtube.com/user/Vinality2012

SOCIAL MEDIA COMMUNITY VINITALY OFFICIAL



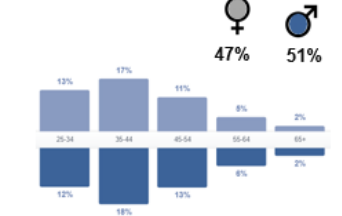
120.000+
impressions
mensili

52.500



70.000+
impressions
mensili

192.200



17.500



25.900



8.200



6.600

Asian Pacific - Chinese

How to talk about Vinality on your social media

In addition to mentioning our official channels, may we also recommend that you use the following hashtags:

#vinality

#vinality2023

With specific reference to events organized by Vinality and its products:

wine2wine Business Forum

5StarWines

OperaWine

Vinality International Academy

Wine to Asia

Vinality & the City

#wine2wine #wine2wineforum

#5starwines

#operawine

#vinalityacademy

#winetoasia

#vinalityandthecity

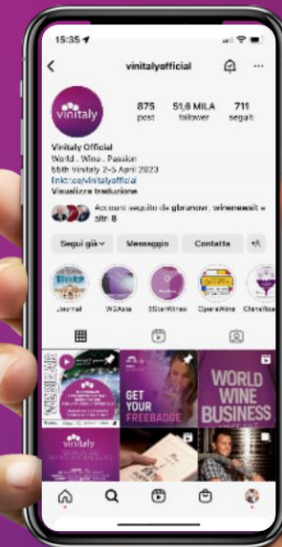
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**Like.
Comment.
Share.**

Thank you!



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