

HB WINE DIGITAL UPDATES FOR MEMBERS JULY 2025

In July 2025, key social media updates and trends in New Zealand revolve around creative disruption, AI integration, increased focus on community building, and evolving video content, particularly Reels. New Zealanders remain highly active on social media, with YouTube & Facebook leading in overall usage, and TikTok showing high engagement time.

Top 3 Social Media Trends Impacting July 2025

1. Short-Form Video Dominance

Short-form videos continue to lead in engagement across platforms like TikTok, Instagram Reels, and YouTube Shorts. Users now prefer content that is 60–90 seconds long, offering more narrative depth and relatability.

Actionable Strategy: Develop storytelling-focused short-form videos that highlight your winery's unique experiences, behind-the-scenes processes, and customer testimonials. Ensure content is mobile-optimized and aligns with platform-specific formats.

2. Rise of Micro-Influencers

Brands are increasingly collaborating with micro-influencers (1,000–100,000 followers) who offer higher engagement rates and stronger community trust compared to celebrities.

Actionable Strategy: Identify and partner with local micro-influencers who resonate with your target audience. Encourage authentic content creation that showcases your winery's offerings in a genuine manner.

3. Integration of Generative AI in Content Creation

Generative AI tools are being utilised to draft captions, create visuals, and optimise content workflows, allowing for faster and more scalable content production.

Actionable Strategy: Incorporate AI tools to assist in content ideation and creation. Use AI to analyse audience preferences and tailor content accordingly, ensuring relevance and engagement.

Recommendations

- Embrace Video Content: Prioritise short-form videos that are engaging and informative. Utilize features like captions and interactive elements to enhance viewer experience.
- Collaborate with Micro-Influencers: Engage with local influencers who align with your brand values to expand reach and credibility.
- Leverage AI Tools: Adopt AI-driven platforms to streamline content creation and gain insights into audience behaviour, enabling data-driven decisions.
- Monitor Trends: Stay updated with emerging trends and adapt your strategy to maintain relevance in a dynamic digital landscape.

July 2025 Social Media Calendar Highlights

These observances present opportunities for wineries to engage with audiences through themed content and promotions.

- 1 July: Tickets on Sale for Hawke's Bay Wine Auction & Tasting Event
- 3 July: International Plastic Bag Free Day
- 7 July: World Chocolate Day
- 17 July: World Emoji Day
- 24 July: International Self-Care Day
- 30 July: International Friendship Day

AI Tip of the Month: Mastering Prompts for Better Results

When using AI tools like ChatGPT, the quality of your prompt directly impacts the quality of your results. A clear, concise prompt helps the AI understand exactly what you're looking for, saving you time and delivering more accurate, relevant responses. The key is to be specific - clarify the format, tone, length, and goal of your content, and you'll get sharper, faster, and more useful results every time.

This Month's Focus: Educating Your Followers

As you plan your content for the month, consider how you can use AI to educate your audience in creative and informative ways. Here's an example of how to craft an educational series prompt:

Example Prompt:

"Create a social media educational series for [winery name] focused on showcasing [specific wine type, e.g., Hawke's Bay Chardonnay]. The series should include 5 posts covering key topics such as:

- The winemaking process
- Tasting notes
- Pairing suggestions
- The history of the wine
- Unique selling points

Each post should be engaging, informative, and visually appealing. Include a call-to-action encouraging followers to try the wine or book a tasting experience at the winery."

By refining your prompts in this way, you'll create compelling content that resonates with your audience and encourages engagement.

EXTRA PROMPT FOR MEMBERS INVOLVED IN HAWKE'S BAY WINE AUCTION

Prompt:

"Create a social media series for [winery name] showcasing their auction lot for the Hawke's Bay Wine Auction [lot details]. The series should highlight the unique features of the lot, the winery's support for Cranford Hospice and the Hawke's Bay community, and the impact of the auction on these causes. Include 5 [increase this number if you want more] posts, each focusing on a different aspect, such as the story behind the wine, the auction process, the winery's commitment to the community, and how attending the preview and tasting evening on August 13 will allow guests to experience the auction lot firsthand. The final post should include a call-to-action encouraging followers to book tickets for the preview and tasting and purchase their lot at the Hawke's Bay Wine Auction on September 13."

This prompt is designed to guide the AI in creating a comprehensive and engaging social media series, encouraging ticket bookings and purchases while highlighting the winery's support for a good cause.