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Assessing Oregon Wineries' Facebook and Website Content

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Assessing Oregon Wineries' Facebook and Website Content

How do Wineries Connect with Current and Prospective Customers & Promote Winery and Regional Reputation?

By: Kathie Byers, Katelyn Henson, Ashley Streich, Shelby VandeBergh
Prof. Sharon Wagner and Prof. Lisa Weidman
Overview

- Background of the Project
- Review of the Literature
- Research Questions
- Content Analysis
- Future Steps
- Reflections
Background

2010 LCN-Funded Project – Weidman & Paysinger
• Focus: Oregon wine and agenda-setting (how media influence what the public thinks about)
• Method: content analysis + survey
• Findings: Oregon wines attributes: wineries → media → the public

2012 CERC-Funded Project – Wagner, Byers & Prow
• Focus: Oregon’s regional wine reputation (assessment by consumers and others of the overall appeal of the region)
• Method: interviews + consumer and trade surveys
• Findings: key factors of Oregon wine reputation
Literature Review

• Reputation is a valuable asset to a company or region --Can increase profitability and the ability to charge premium prices

• Agenda setting research shows that traditional mass media influences consumer perceptions, including perceptions of reputation

• Social media content also can have an impact on consumer perceptions, attitudes, and behaviors toward a brand
Research Questions

1) How do Oregon wineries promote individual and regional reputation on their websites and via social media?
   • Reputation factors: quality, sustainability, small scale, collaborative, winemaking style, sense of place, status, value, other
   • Consistent messages across both communication channels?
   • How do their fans respond?

2) How are Oregon wineries using social media to connect with current and prospective customers?
   • Social media objectives: announce news, manage reputation, engage customers, engage prospects, promote sales
   • How do their fans respond?
Method: Content Analysis

- Twenty Oregon wineries
- Facebook and website content
- Reputation factors & social media objectives
- Intercoder reliability testing
  -- Consistency among multiple coders achieved

Lists of Intercoder Reliability Testing data
Content Analysis: Facebook

• The code book contains...
  - Instructions
  - Definitions
  - Glossary
  - Reputation factors
  - Social media objectives
  - Photo analysis
  - Comment analysis
We’re honored to be the #5 Best Green Company to work for in Oregon, out of 440 participating companies and nonprofits. It’s attributed to our employees and their values of a better world for everyone, including you, our customers and fellow wine lovers!

Some Practice...

• **Value**
  - Good quality wine for the price

• **Sustainability**
  - Winery is managed in an eco-friendly way

• **Sense of Place**
  - Pertaining to the geographic location of winery and how it affects the grapes

• **Status**
  - People hold this winery in high regard
Content Analysis: Web Pages

- Similar process to Facebook coding
- Parallel code book
- Focused on reputation factors
Future Steps

- Data analysis
- Report to community partner: Oregon Wine Board
- Classroom presentations
- Scholarly presentations and publications
Reflections

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