

Society of Wine Educators Launches Social Media Campaign

For immediate release

*January 14, 2011, New York, NY...*The Society of Wine Educators has launched a multi-faceted social media campaign, whose purpose is to stimulate interest in the Society, enabling direct interactions between members, trade and media, and the public.

The first step is the creation of the official SWE Facebook page, <http://www.facebook.com/societyofwineeducators>, which includes event listings and updates about certification programs, study resources, the Annual Conference, membership and sponsorship, and special features such as “Educator of the Month,” offering tips from the Society’s leading presenters. SWE is also on Twitter (http://twitter.com/wine_educators), LinkedIn and Posterous.

This long-term project will provide timely information, as well as an integrated series of platforms where interested parties can exchange ideas and conduct one-to-one conversations with those who are already involved, or those interested in becoming involved in the Society’s activities and offerings. Those activities will include everything from one-day seminars (Napa Valley Vintners in NYC on January 18, 2011) to its 50-session Conference (Providence, Rhode Island, August 3-5, 2011), to preparation and administration of the certification exams. It will also include excerpts from interviews and articles in the Society's newsletter, as well as key items that have appeared in the media.

As noted by Ira Norof, the President of the Society of Wine Educators, "This important range of media connections will help to spread the word about the mission and strategies of the Society, and engage more people in real time, giving pertinent information about the activities of the Society of Wine Educators."

For more information, please contact socialmedia@societyofwineeducators.org.

The Society of Wine Educators, founded in 1974, is a non-profit educational organization (501c3) whose mission is to advance wine and spirits education through professional development and certification. It fosters and promotes education of both the individual and the industry as a whole.