

## ANALYSIS OF THE ACTIVITIES ON SOCIAL NETWORKS OF THE BEST-KNOWN WINERIES IN THE COUNTRIES OF THE OPEN BALKANS

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### ABSTRACT

The Covid19 pandemic has brought new challenges and risks, both for wine production and sales. The wineries in the Balkans, faced with a changed business environment, have recognized the extraordinary importance of timely, measured and appropriate activities on social networks. Using platforms such as Instagram, Facebook and TikTok can certainly provide greater exposure to potential customers, but on the other hand, it can also bring new risks. Wine producers can easily promote their brands and develop a closer relationship with end consumers by sharing daily stories of wine production and consumption. In addition, social networking platforms are great for feedback and market research. In this way, winery owners can customize their adjust startup activities to maintain customer satisfaction and focus. At the same time, the orientation towards social networks and openness to new projects of connection between wine producers and consumers has led to the recent opening of the largest wine fair in Southeast Europe, "Wine Vision by Open Balkan" in cooperation with the governments and best-known wineries of Serbia, Albania, and North Macedonia.

The aim of this paper is to investigate the digital presence and consumer engagement and reactions on social networks used by wine producers in the Open Balkan countries. The paper specifically focuses on Instagram and compares data for the period between 2019 and 2023, including the outbreak of COVID-19, using social networks analysis tools. The results show that by maintaining active accounts with relevant content created in accordance with targeted strategic activities, wine producers can increase their reach and promote awareness of their wines, which is more efficient and cost-effective than traditional marketing techniques.

**Keywords:** best-known wineries, social networks, marketing, market, Open Balkan.

## INTRODUCTION

The Covid-19 pandemic has brought new challenges and risks, both for the production and sale of wine. The best-known wineries in the Balkans, faced with a changed business environment, have recognized the extraordinary importance of timely, measured, and appropriate activities on social networks. Using platforms such as Instagram, Facebook and TikTok can certainly provide greater exposure to potential customers, but on the other hand, it can also bring new risks (Haller et al., 2021). Wine producers can easily promote their brands and develop a closer relationship with end consumers by sharing everyday stories about wine production and consumption. Furthermore, social media platforms are great for feedback and market research (Obermayer et al., 2022).

Wineries can reap numerous benefits from the effective use of social media platforms such as Instagram, Facebook, Twitter, and others. First, it should be kept in mind that social media provides a platform for wineries to present their brand, wines, vineyards, and unique story to a global audience. Consistent and engaging content can help increase brand visibility and recognition among wine enthusiasts and potential customers (Chen et al., 2024). Social media accounts allow wineries to communicate directly with their audience, including customers, followers, and wine enthusiasts. Through comments, direct messages, and interactive features such as polls and Q&A sessions, wineries can foster meaningful connections and build relationships with their audiences. Social media allows wineries to create engaging content that resonates with their audience, such as behind-the-scenes looks, vineyard tours, winemaking processes, and food pairing suggestions (Dabiah et al., 2024). By sharing valuable and relevant content, wineries can keep their audience interested and engaged, leading to increased loyalty and advocacy (Canovi & Pucciarelli, 2019).

At the same time, wineries can gain a profitable platform to promote their wines, events, promotions, and special offers by engaging more on social media. With targeted advertising options, wineries can reach specific demographics and geographic regions, maximizing the impact of their marketing efforts. Social media platforms offer valuable insights into consumer preferences, trends, and behaviors (Alambeigi et al., 2023). By tracking comments, likes, shares and other engagement metrics, wineries can gather feedback, identify emerging trends, and adjust their offerings accordingly. Social media allows wineries to build a community of loyal followers and brand advocates. By fostering a sense of belonging and inclusivity, wineries can create a dedicated fan base that shares their passion for wine and spreads the word about their brand through word-of-mouth recommendations (Bitakou et al., 2023).

Wineries can use social media to educate their audiences about different aspects of wine, including grapevine varieties, winemaking techniques, *terroir*, and food pairing recommendations. By sharing educational content in an accessible and engaging way, wineries can improve their audience's knowledge and appreciation of wine. A strong social media presence can give wineries a competitive advantage in the marketplace. By staying active and relevant on social media platforms, wineries can differentiate themselves from their competitors, attract new customers and retain existing customers. Overall, social media offers wineries a powerful tool to build their brand, engage with customers and drive business growth in an increasingly digital world. Through the effective use of social media, wineries can connect with their audience, promote their wines, and ultimately improve their overall success and profitability (Ahmed et al., 2024). Considering the fact that the planting of new vineyards is subsidized for a long period of time and the countries of the open Balkans support the

development of viticulture (Petrović et al., 2024), wineries should put more emphasis on marketing activities, so that quality wines reach the interested parties. Climate changes have had an impact on the quality of certain wines (Jakšić et al., 2023), and wines made from autochthonous or local grape varieties are being promoted significantly more.

The importance of this analysis is that it provides a relevant overview of the importance of social networks for the business of winery. Wine production is important, but in today's digital world, it is equally important to be present on social media and to interact with stakeholders daily (Zondo & Ndoro, 2023). Understanding a winery's social media activity provides valuable insight into consumer preferences, market trends, and the dynamics of wine industry development. By examining the types of content shared, frequency of posts, engagement metrics, and other parameters, we can decipher the effectiveness of various strategies used by best-known wineries to capture the attention and loyalty of their target audience.

At the end of 2019, the idea of establishing the Open Balkan initiative arose as a result of years of intensification of cooperation between companies in Serbia, Albania and North Macedonia, which gained new momentum in the field of the political establishment, bringing a new wind at the back and an increase in mutual trade exchange. The Open Balkan is actually the economic and political zone of the three mentioned Balkan countries and includes a population of around 12 million citizens.

The Open Balkan initiative, also known as the Mini-Schengen Initiative, is a regional cooperation agreement designed to promote economic integration and political stability between the countries of the Western Balkans. It was originally proposed by the leaders of Serbia, Albania and North Macedonia in October 2019 during a summit held in Novi Sad, Serbia. The agreement aims to remove barriers to trade, investment and the free movement of people within the region. The Western Balkans region includes Albania, Bosnia and Herzegovina, Montenegro, North Macedonia and Serbia. These countries have faced various challenges since the break-up of Yugoslavia, including ethnic tensions, political instability and economic underdevelopment. The Open Balkans initiative aims to respond to some of these challenges by promoting cooperation and integration between the countries of the region.

The initiative aims to simplify customs procedures and reduce trade barriers in the region, making it easier for businesses to trade goods and services across borders. This can help stimulate economic growth and attract foreign investment to the Western Balkans. The initiative aims to improve transport infrastructure and connectivity within the region, including road, rail and air links. By strengthening connectivity, the initiative aims to facilitate the movement of people and goods, as well as promote tourism and regional cooperation. In addition to economic integration, the Open Balkan initiative aims to strengthen political cooperation among the participating countries. This includes cooperation on issues such as security, border management and the fight against organized crime and corruption. At the same time, the initiative aims to promote cultural exchange, tourism and educational cooperation among the countries of the Western Balkans. By encouraging people-to-people contacts, the initiative seeks to build trust and understanding among the region's diverse communities. Although the Open Balkan initiative is supported by some countries in the region, including Serbia, Albania and North Macedonia, it has been met with criticism and skepticism from others. Certain states, such as Bosnia and Herzegovina, have expressed concern about the potential impact of the initiative on their sovereignty and integration into the European Union.



Picture 1: Open Balkan countries

Source: <https://www.fair.openbalkan.com/about-us/>

Despite this, in 2022, a unique manifestation, Wine Vision by Open Balkan, was realized, launched under the auspices of the governments of Serbia, North Macedonia and Albania, offering citizens of the countries of the Open Balkan and numerous other visitors a completely new wine experience and the opportunity to discover the exciting world of authentic and autochthonous wines of the Western Balkans, as well as those whose geography indicates that they are the most famous wine-growing regions. Wine Vision by Open Balkan was realized with great success. The event was held in as many as six halls of the Belgrade Fair and promoted the entire region as an original and unique tourist, cultural and geographical destination, which offers magnificent natural resources and various historical sights (Han et al., 2022).

Looking at the best-known wineries that participated in Wine Vision by Open Balkan and the ever-evolving nature of the digital world, social networks have proven to be powerful platforms for wineries to intensify interaction with their customers, build a brand identity and expand their reach. The intersection of technology and viticulture-oenology has led to a new paradigm in which wineries navigate the digital realm alongside their traditional practices. The aim of this paper is to investigate the digital presence and engagement of consumers and reactions on social networks used by wine producers in the Open Balkan countries. The paper focuses specifically on Instagram and compares data for the period between 2019 and 2023, including the outbreak of COVID-19, using social network analysis tools. The results show that by maintaining active accounts with relevant content created in line with targeted strategic activities, wine producers can increase their reach and promote awareness of their wines, which is more effective and cost-effective than traditional marketing techniques (Pelet et al., 2024).

## **MATERIAL AND METHODS OF WORK**

Tripadvisor is a popular travel platform where users can find information, reviews and recommendations for hotels, restaurants, attractions and other travel-related topics. While Tripadvisor may be best-known for hotel and restaurant reviews, it also offers reviews and rankings of wineries and vineyards around the world. Tripadvisor's ranking of wineries is based on user reviews. Tripadvisor relies on user-generated content, including reviews and ratings submitted by travelers who have visited wineries and vineyards. Users can submit reviews based on their experiences and rate factors such as the quality of the wines, the ambience of the winery, the friendliness of the staff and the value for money. The portal uses an algorithm to calculate the ranking of the best-know wineries based on various factors, including the quantity and quality of reviews, the recency of reviews and the overall rating given by users.

This algorithm is designed to prioritize reviews from trusted and active users, while also taking into account factors such as the size and popularity of the winery.

With close to five hundred million monthly users who access the internet portal and view reviews and read more than one billion comments and opinions of travelers, Tripadvisor is positioned high on the list of tools for improving business in the hospitality industry, and if we look at wineries, it also represents those how important aspect of internet advertising and maintaining and increasing reputation. Wine quality alone is no longer enough, it is necessary for wineries to have a clear and high-quality strategy for marketing activities on social networks. Tripadvisor collects data from different wineries and reviews and comments left by users and applies weighting when determining the scoring and ranking of wineries, which includes various elements such as location, popularity, booking method, prices, availability, ratings on a scale of one to five and The popularity index on which the selection of wineries for further analysis will be based, because it represents a key algorithm that aims to predict, based on the results and consistency of previous reviews, what level of experience the winery is likely to provide to the guest. The purpose of the Popularity Index is to present travelers with the best options first, ensuring that their experience is reliable and reassuring. The popularity index includes three elements: the overall quality of reviews, the quality of recent reviews, and the total number of reviews. The overall rating given by users in the reviews is reflected in a single rating on a scale of one to five based on a summary of the written reviews and the overall rating given by all visitors to the specific winery who left a review. The number of reviews represents the total number of reviews that a specific winery has, on the other hand, the portal also considers how recently the reviews were sent for a specific winery. It is possible that wineries with a lower rating are sometimes ranked above wineries with a better rating depending on how accurately each of these factors is weighted. The popularity ranking algorithm is designed to provide a statistical measure of confidence about the current user experience with a winery. As the portal collects more reviews about the winery over time, it has more insight into the potential experience that consumers can expect. What is important is that when a critical mass of reviews is reached, the portal can more accurately determine the ranking of wineries.

In addition to this, when determining the popularity index of a winery, the portal also considers the ratings of other related wineries, so that the ranking of each winery depends to a certain extent on the ranking of other similar wineries in the same geographical area. Bearing this in mind, it can be said that this way of ranking the ranking is variable, and that as one winery moves up or down in the ranking, it will affect all other wineries, which indicates the need for the research presented in below repeats a minimum of each year, so that the results show data that is relevant for the current time. Additionally, depending on which sort of option is selected, the ranking can vary significantly. There are currently three main ways to sort properties and that is best value, ranking by traveler reviews and distance from the city center. In the paper, ranking according to value was used for further analysis. The best value is the default sort option. This ranking algorithm aggregates a variety of data elements available to TripAdvisor, including review scores, prices, availability and preferences of specific users and recent site activity. This sorting option is very detailed and personalized and sorting the result in this way displays all properties that match the user's search criteria, regardless of the type of winery.

Users can filter the best-known wineries based on criteria such as location, price range and type of wine. Tripadvisor also categorizes wineries into different types, such as boutique wineries, family wineries, and large commercial wineries, to help users find establishments that match their preferences. At the same time, lists of the top-rated wineries in different regions, countries and wine-growing areas are published. These lists highlight the top-rated wineries based on user reviews and ratings and provide travelers with recommendations for their wine tasting adventures. The portal also generates an interactive map that allows users to explore wineries and vineyards in different regions of the world. Users can zoom in on specific areas, view winery locations, read reviews and plan their visits accordingly. A list of the 12 most popular wineries from the Republic of Serbia, Albania and North Macedonia, totaling 36 wineries, was created by the review of the internet portal Tripadvisor, which are listed below in Table 1.

Table 1: Top 12 Open Balkan wineries and group of wineries by Tripadvisor

no./country	Serbia	Albania	North Macedonia
1	Podrum Probus	Cobo Winery	Monastery Winery
2	Winery Zvonko Bogdan	Nurellary Winery	Kartal Winery
3	Podrum Panajotovic	Abaia Winery & Vineyard	Brzanov Artisan Winery
4	Winery Aleksandrovic	Alpeta Agrotourism & Winery	Tikves Winery
5	Plavinci Organic Winery	Duka Winery and Vineyard	S&S Winery Ohrid
6	Winery Jovic	Kantina E Veras Isak	Chateau Kamnik
7	Wine cellar Malca	Kantina Mani	Jostela Winery
8	Winery Kis	Kantina Balaj	Stobi Winery
9	Deuric Winery	Luani Winery	Winery Kuvin
10	Acumincum Winery	Kantina Gjergj Kastrioti Skenderbeu Durres	Peshkov Family Winery
11	Grabak Winery	Kantina Kallmeti	Wine Tourism
12	Rajacke Pivnice (group of wineries and turistic facilities)	Kantina Edoni	Royal Winery Queen Maria

Source: <https://www.tripadvisor.com>

For the selected best-known wineries, an insight into their accounts on the social network Instagram is provided, whereupon their structure, popularity, number of followers and quality of content are examined using the techniques of analyzing activity on social networks. For each selected winery, the analysis begins by visiting the winery's Instagram profile and reviewing the basic information listed in the profile description, such as the physical location, website link, and a brief description of the brand or current offer. Reviewing the posts will give you an insight into the type of content the wineries are posting, particularly in terms of whether they are mainly showcasing their wines, vineyards, or the winemaking process and similar topics. The engagement metrics for their posts, including likes, comments, and shares, are evaluated. High engagement rates indicate a strong connection with their consumers and other stakeholders.

Analyzing the types of comments best-known wineries receive on social media can show the strengths and weaknesses of their approach and strategy for managing social media, in terms of whether followers are asking questions, leaving positive feedback, or

expressing concerns. Examining the size and structure of their followers will provide insight into the diversity of their social media portfolio and the reach of their posts depending on whether they are primarily local buyers, wine enthusiasts or industry professionals. Checking the hashtags used in their posts will give you an insight into whether the observed wineries are using popular wine-related hashtags, such as #vinetasting, #vineoclock or #vinelover, and whether the hashtags are increasing their visibility and attracting new followers. Through all the above steps, a comprehensive analysis of the winery's Instagram account is realized, providing valuable insights into their brand, engagement strategies and follower structure. This information can provide valuable insights to stakeholders and help the wineries covered by the Western Balkans initiative to better connect with customers and wine enthusiasts on Instagram.

## RESULTS AND DISCUSSION

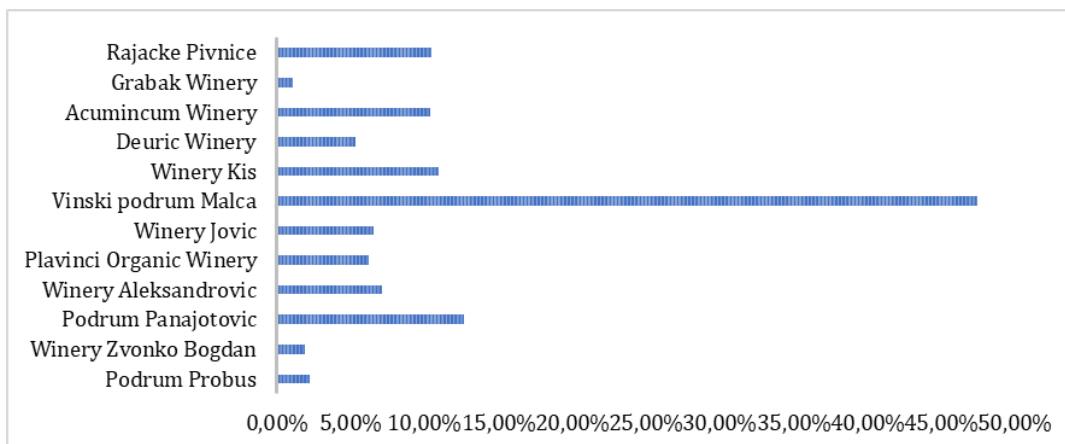
If we look at the territory of Serbia, Podrum Probus, which is the best-rated on the Tripadvisor portal, has a total of 361 followers and only 8 posts with no links to other websites and no hashtags. It is a relatively new winery located near of Sremska Mitrovica in the Srem wine-growing region (Protected Designation of origin/PDO), on the edge of the Fruška Gora National Park.

Table 2: Top 12 Serbia wineries by Instagram

no./country	Serbia	no. of followers	no. of posts	percentage (%)
1	Podrum Probus	361	8	2.22
2	Winery Zvonko Bogdan	38,800	725	1.87
3	Podrum Panajotovic	2,833	359	12.67
4	Winery Aleksandrovic	25,000	1,780	7.12
5	Plavinci Organic Winery	2,429	150	6.18
6	Winery Jovic	2,611	170	6.51
7	Wine cellar Malca	59	28	47.46
8	Winery Kis	1,594	174	10.92
9	Deuric Winery	24,900	1,316	5.29
10	Acumincum Winery	1,509	156	10.34
11	Grabak Winery	9,210	99	1.07
12	Rajacke Pivnice (group of wineries and turistic facilities)	4,730	493	10.42

Source: <https://www.instagram.com>

Right behind him, in second place, according to the Tripadvisor portal, is the Winery Zvonko Bogdan with 38,800 followers and 725 posts, resulting in an engagement rate of 1.87 %. It is located near Subotica in the Subotica wine-growing region (PDO) in northern Serbia and has a barrique cellar with unique tasting rooms, a large restaurant that testifies to the cultural wealth of Subotica and Palić, as well as a unique view of the vineyards. Podrum Panajotovic has 2,833 followers and 359 posts with an engagement rate of 12.67% and a link to the website in the profile description. This winery brings together different varieties of domestic producers from the territory of Serbia, combining Traminac, Sauvignon blanc, Rhine Riesling, Merlot and Cabernet Sauvignon wines. This winery is located in Belgrade.



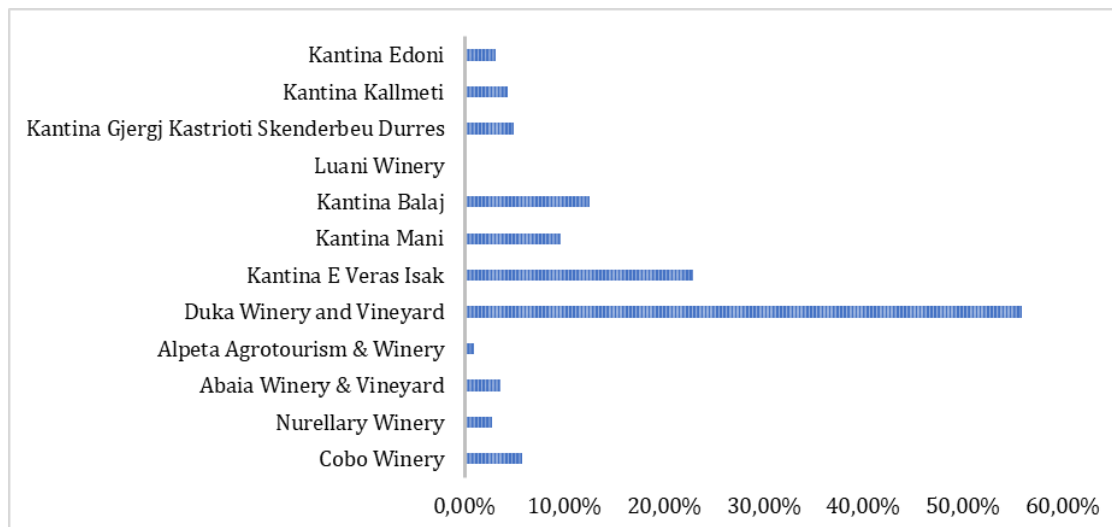
Graph 1: Top 12 Serbian wineries and group of wineries by percentage of engagement rate

Source: <https://www.instagram.com>

Winery Aleksandrovic has 25,000 followers and 1,780 posts with an engagement rate of 7.12 % and a link to the website in the profile description. This winery is located near Topola in the Šumadija wine-growing region (PDO) (Jakšić et al., 2015), in central Serbia, with vineyards at an altitude of 250 to 350 meters and several grapevine varieties. Plavinci Organic Winery has 2,429 followers and 150 posts with an engagement rate of 6.18 % and a link to their website in their profile description. This winery is located not far from Belgrade (Belgrade wine-growing region/PDO) (Jakšić, 2019), with vineyards on the banks of the Danube with the application of organic wine production. Winery Jovic has 2,611 followers and 170 posts with an engagement rate of 6.51 % and a link to the website in the profile description. It is located not far from Knjazevac (Knjazevac wine-growing region/PDO) (Jakšić et al., 2015) in eastern Serbia on an area of 15 hectares with the production of Vranac, Cabernet Sauvignon, Muscat Hamburg, Chardonnay, Rhine Riesling, and Sauvignon Blanc grapevine varieties. Wine cellar Malca has by far the smallest number of followers, only 59 followers and 28 posts with an engagement rate of 47.46 %, without links in the profile description. It is located in the village of Malca, not far from the city of Nis, and is one of the oldest wineries founded as a cooperative of local grape producers. Winery Kis has 1,594 followers and 174 posts with an engagement rate of 10.92 % and a link to the website in the profile description. It is located on Fruška Gora (Srem wine-growing region/PDO) (Jakšić et al., 2015). Deuric Winery has 24,900 followers and 1,316 posts with an engagement rate of 5.29 % and a link to their website in their profile description. It is located in the village of Mala Remeta, at an altitude of 250 meters, on the southern, sunny slopes of Fruška Gora. Acumincum Winery has 1,509 followers and 156 posts with an engagement rate of 10.34 % and a link to their website in their profile description. It is located in Stari Slankamen, also in the Srem wine-growing region in northern Serbia (Jakšić, 2019). Grabak Winery has 9,210 followers and 99 posts with an engagement rate of 1.07 % and a link to the website in the profile description. It is located in Vrnjacka Banja in the central region of Serbia. Rajacke Pivnice, as a group of wineries and turistic facilities, has 4,730 followers and 493 posts with an engagement rate of 10.42 % and a link to the website in the profile description. They are located near Negotin in the Negotinska Krajina wine-growing region (PDO) in eastern Serbia (Jakšić, 2019).



In Albania, the top-rated winery on Tripadvisor, Cobo Winery has a total of 5,198 followers and 301 posts, with an engagement rate of 5.79 %.



Graph 2: Top 12 Albanian wineries by percentage of engagement rate

Source: <https://www.instagram.com>

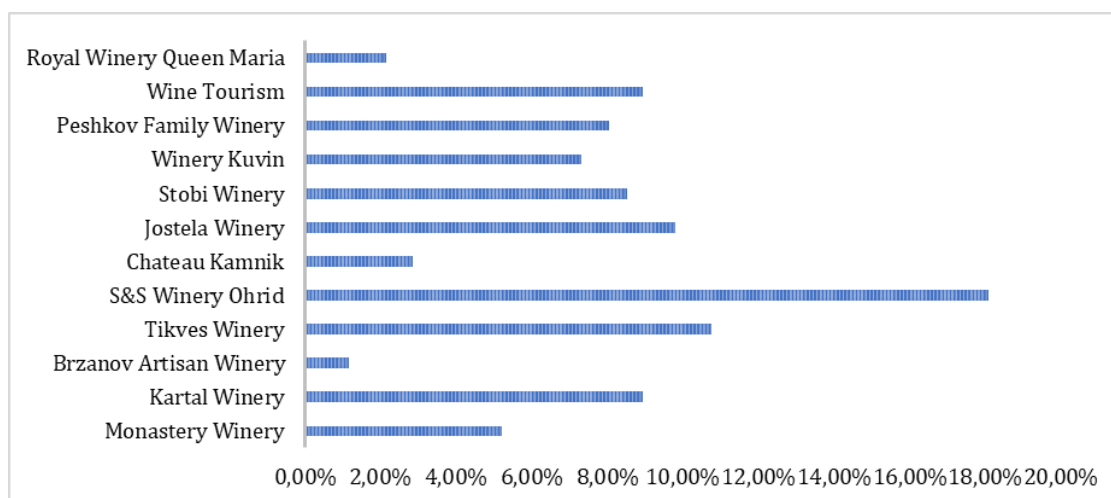
Of the other best-known Albanian wineries, Alpeta Agrotourism & Winery has the most followers, totaling 24,000, with 233 posts and an engagement rate of 0.97 %, Luani Winery, which has 24,300 followers and 26 posts with the lowest engagement rate of all observed wineries, only 0.11%, and Kantina Gjergj Kastrioti Winery Skanderbeu Durres, which has a total of 10,300 followers and 503 posts with an engagement rate of 4.88 %.

Table 3: Top 12 Albanian wineries by Instagram

no./country	Albania	no. of followers	no. of posts	percentage (%)
1	Cobo Winery	5,198	301	5.79
2	Nurellary Winery	5,419	146	2.69
3	Abaia Winery & Vineyard	2,010	72	3.58
4	Alpeta Agrotourism & Winery	24,000	233	0.97
5	Duka Winery and Vineyard	93	52	55.91
6	Kantina E Veras Isak	921	211	22.91
7	Kantina Mani	1,168	113	9.67
8	Kantina Balaj	1,627	203	12.48
9	Luani Winery	24,300	26	0.11
10	Kantina Gjergj K. Skenderbeu Durres	10,300	503	4.88
11	Kantina Kallmeti	2,947	129	4.38
12	Kantina Edoni	1,515	48	3.17

Source: <https://www.instagram.com>

In North Macedonia, Monastery Winery, which is the top-rated on Tripadvisor, has a total of 1,808 followers and 94 posts, with an engagement rate of 5.20.



Graph 3: Top 12 North Macedonian wineries by percentage of engagement rate

Source: <https://www.instagram.com>

If the number of followers is monitored, the situation looks different. Namely, Tikves Winery has the most followers, with a total of 13,400, with 1,442 posts and an engagement rate of 10.76 %. Chateau Kamnik winery has 8,648 followers and 248 posts with an engagement rate of 2.87 %.

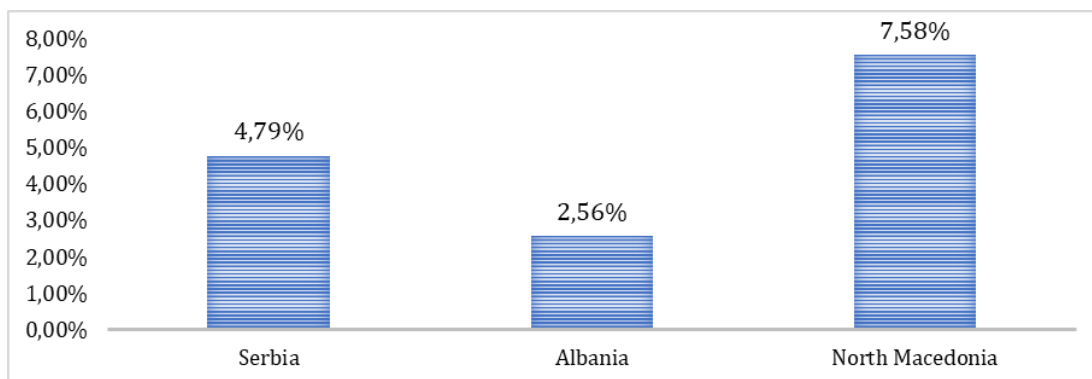
Table 4: Top 12 North Macedonian wineries by Instagram

no./country	North Macedonia	no. of followers	no. of posts	percentage (%)
1	Monastery Winery	1,808	94	5.20
2	Kartal Winery	2,539	227	8.94
3	Brzanov Artisan Winery	426	5	1.17
4	Tikves Winery	13,400	1,442	10.76
5	S&S Winery Ohrid	470	85	18.09
6	Chateau Kamnik	8,648	248	2.87
7	Jostela Winery	1,040	102	9.81
8	Stobi Winery	2,630	224	8.52
9	Winery Kuvin	2,457	180	7.33
10	Peshkov Family Winery	821	66	8.04
11	Wine Tourism	9,092	813	8.94
12	Royal Winery Queen Maria	3,758	81	2.16

Source: <https://www.instagram.com>

This means that engagement rate does not have to be a measure of success on social networks, especially in this case on the Instagram network. Consider the case of Malca Wine Cellar, which has only 59 followers, but also 28 posts with a low number of likes and a rather ineffective reach, with an extremely high engagement rate, even 47.46 %. On the other hand, Winery Zvonko Bogdan, which has by far the largest number of followers on the Instagram network, observed for all the most popular wineries in all

three countries of the Open Balkans, which has an engagement rate of 1.87 %, with a much larger number of posts, but with a noticeably higher effectiveness, as evidenced by numerous positive comments from followers.



Graph 4: Engagement rate by country

Source: <https://www.instagram.com>

At the level of all 36 most popular and best-known wineries in all three countries of the Open Balkans, wineries from Serbia have the largest number of followers, totaling 114,036, with a total of 5,458 posts and an engagement rate of 4.79%. Wineries from Albania have a total of 79,498 followers with a total of 2,037 posts and an engagement rate of 2.56%. Wineries from North Macedonia have a total of 47,089 followers with a total of 3,567 posts and an engagement rate of 7.58 %.

## CONCLUSIONS

The study highlights the importance of maintaining active social media accounts with relevant content to increase reach and promote awareness of wines advertised on the Tripadvisor platform. Social media platforms, particularly Instagram, are highlighted as powerful tools for engaging with consumers and building brand presence. This study examines the digital presence and consumer engagement and responses to social networks used by wine producers in the Open Balkan countries, i.e. Serbia, North Macedonia and Albania. The study focuses on the use of promotion via Instagram (period between 2019 and 2023) and concludes that by maintaining active accounts with relevant content created in line with targeted strategic activities, the best-known wineries can increase their reach and promote awareness of their wines. With a classic approach, such as participating in the regional wine manifestation "Wine Vision by Open Balkan", social media platforms can serve as powerful tools to engage with consumers and build brand presence.

According to the Tripadvisor portal, the top-rated winery in Serbia is Podrum Probus. This winery has a total of 361 followers and only 8 posts with no links to other websites and no hashtags. This means that it may be missing an important opportunity to use social media effectively. The Winery Zvonko Bogdan appears to have a much stronger social media presence, with a significantly higher number of followers and posts. Their engagement rate of 1.87 % is also quite impressive, indicating that their content is resonating well with the target audience.

In Albania, there are differences in social media presence and engagement among the top-rated and best-known wineries. The top-rated winery on Tripadvisor, Cobo Winery, has a total of 5,198 followers and 301 posts, with an engagement rate of 5.79 %.

On the other hand, Alpeta Agrotourism & Winery has the most followers, totaling 24,000, but only 233 posts and an engagement rate of 0.97 %. This means that while they have more followers, their engagement rate indicates that their content is not as effective at engaging their audience.

In North Macedonia, Monastery Winery, which has the highest rating on Tripadvisor, has a total of 1,808 followers and 94 posts with an engagement rate of 5.20 %. If the number of followers is monitored, the situation looks different. Of the other North Macedonian best-known wineries, Tikves Winery has the most followers, a total of 13,400, with 1,442 posts and an engagement rate of 10.76 %.

At the level of the 36 most popular and the best-known wineries in all three countries of the Open Balkans, wineries from Serbia have the most followers, totaling 114,036, with a total number of 5,458 posts and an engagement rate of 4.79 %. Wineries from Albania have a total of 79,498 followers with a total number of 2,037 posts and an engagement rate of 2.56 %. Wineries from North Macedonia have a total of 47,089 followers with a total of 3,567 posts and an engagement rate of 7.58 %.

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