

## **Abstract**

Social media has been getting more and more attention from common users as well as businesses. Although the level of social media adoption varies by sector and geographical location, all companies strive to understand which social media platforms adopt and how to effectively use them. There is a specific position for the winery sector, which is widely recognised as traditional. However, more and more people search for information, share information and purchase goods or services online, which made presence on social media inevitable even for wineries. There is a body of literature concerning wineries' social media adoption and usage, however there is none of such kind to be found in the Czech Republic. Thus, this paper's aim is to fill this gap and to find out to what extent do Czech wineries use social media and why. This paper investigates 96 responses from wineries from all regions of the Czech Republic. The evidence is that the common communication channels of Czech wineries are rather traditional, being it personal communication, email or phone. However, the level of social media adoption in comparison with Australia, Germany or New Zealand is rather high. Although Czech wineries value social media, there is a significant lack of knowledge in how to use them efficiently.