



July 5, 2013

Welcome to this week's *Spotlight* on Wine Country Ontario!

Spotlight on Wine Country Ontario highlights social media coverage and mentions for WCO activities, including programs and events, generated by the WCO team and Veritas. Each week we will provide insight on our most successful posts, interesting consumer interactions, community growth, social media tips and relevant news or events. Enjoy!

Upcoming Content, Promotions and Events:

- * Cool Climate Chardonnay Celebration (#i4C2013) content
- * Wine Country Ontario's #Untweetable contest
- * Vineland Estates will be featured for Winery Wednesday
- * Trius Jazz and Blues at the Winery content (#TriusJazz)
- * Promotion of the Wine Country Ontario's 2013 Travel Guide

Social Media Tip of the Week:

- * Occasionally, Facebook users may post negative comments. If this occurs, keep the following tips in mind:
 - o Never delete the post - it goes against the best practices for social media engagement and can actually ignite further frustration from fans
 - o Respond as quickly as you can – it lets people know you are taking their grievances seriously
 - o For more serious concerns, move the conversation offline – offer contact information where they can speak to you by phone or email so their frustration doesn't affect other guests on Facebook

Highlight of the Week:

This week's highlight was an image posted on July 1st celebrating Canada Day. The image featured a picture of a Canadian leaf made from red wine bottles as a creative way of celebrating Canadian wine. We also asked fans to 'like' the post to show support of the wines produced in Canada. The image was extremely successful becoming one of the top performing posts ever on Wine Country Ontario's Facebook page with **638 likes, 338 shares and 17 passionate comments to date!** The success and high engagement levels demonstrate the love and pride our fans have for the Canadian wine industry.



Wine Country Ontario

Monday

Happy Canada Day wine fans! Like this post if you're proud of the wines we produce in Canada!

Happy Canada Day!



Wine
Country
Ontario

Like · Comment · Share

638 people like this.

Top Comm



Ina Kulczynska I love Ontario wines.

Unlike · Reply · 3 · Monday at 10:24am



Roberta Aspinall Love this!

Unlike · Reply · 3 · Monday at 10:16am via mobile



Stephanie Schoordijk Happy Canada Day to all of you! ☐

Unlike · Reply · 1 · Monday at 4:23pm via mobile



Carol-Ann Hamilton Gotta say...A fascinating depiction of our flag!

Unlike · Reply · 1 · Monday at 3:28pm



Mary Lou Nelson Roberts Love your wines.

Unlike · Reply · 1 · Monday at 2:52pm via mobile



Sheena Dawn Love this! !!

Unlike · Reply · 1 · Monday at 2:37pm via mobile



Donna Jerome Foster Love my Niagara wines especially!!

Unlike · Reply · 1 · Monday at 1:57pm



Linda Wolfe So am I.....keep up the great work

Unlike · Reply · 1 · Monday at 12:59pm via mobile



Tom Firth Every year I'm more impressed by the quality of wine produced in this great country.

Unlike · Reply · 1 · Monday at 12:01pm



Fern Henri Oh yeah I will have a glass in honor of our country !!!

Unlike · Reply · 1 · Monday at 12:01pm via mobile



Bernice Wilkes-Gray love this picture !!! Cheers !!! 😊

Unlike · Reply · 1 · Monday at 11:52am

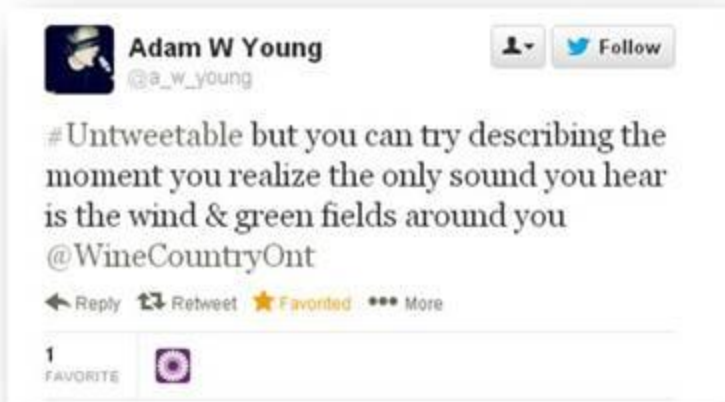


Local Scoop Awesome graphic!

Unlike · Reply · 1 · Monday at 10:58am

Consumer Engagement:

This week, Wine Country Ontario continued the #Untweetable Twitter contest launched on June 24th to coincide with the new Wine Country Ontario campaign. The contest has continued to attract numerous heartfelt entries about experiences in Ontario's wine country while number of contest entries has now surpassed 40! The campaign has also continued to generate a great deal of social chatter on Twitter with fans and consumers still talking about the ads all over Toronto.



Social Channel Update:

- * Facebook Likes: 28,834 (+519 Likes)
- * Twitter Followers: 7,182 (+99 Followers)
- * TweetLevel Score: 73.4 (+1.1)
- * Klout Score: 60