



July 19, 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:

- * Throughout next week, we will be highlighting different ways fans can explore Ontario's beautiful wine country
- * GreenLane Estate Winery will be featured for Winery Wednesday
- * Tasty Ontario VQA wine and food pairing tips
- * Final post for i4C Ultimate Ontario Chardonnay Super Fan contest

Social Media Tip of the Week:

- * A few weeks ago, Facebook took a page from Twitter and adopted the use of hashtags, which are already a common practice on Twitter, Google+, Flickr and Facebook-owned Instagram. Hashtags on Facebook will likely become another valuable tool for organizations and brands interested in tracking conversations of fans using their products or the reactions to relevant brand news and events. To track hashtags on Facebook simply search for them in the main search bar above the newsfeed. Alternatively, you can also click on hashtags within our feeds to pull up that specific hashtag conversation.

Highlight of the Week:

This week's highlights included the launch of our i4C Ultimate Ontario Chardonnay Super Fan contest on Monday, July 15th. The post proved to be very successful with 162 likes and 18 shares to date, including by the official i4C Facebook page! Another highlight of the week was a conversational Facebook post from Saturday, July 13th. We asked fans what Ontario VQA wine they were enjoying on the hot summer evening. The post resulted in 28 likes, 1 share and 32 enthusiastic responses that displayed their love for Ontario wine.



Consumer Engagement:

This week, with the launch of the i4C Ultimate Ontario Chardonnay Super Fan contest, @WineCountryOnt received a number of unique entries from fans letting us know why they are the ultimate Ontario chardonnay super fan! One tweet about the contest posted on July 17th resulted in 6 retweets including Konrad Ejch (@WineZone: 2,737) and Canadian chef and television personality Dana McCauley (@DanaMcCauley: 4,926).



Mark Glover @MarkGlover_427 15 Jul

@WineCountryOnt I am the ultimate Chardonnay fan because Ontario can grow it from crisp and fruity, to elegantly smooth and complex. #i4c2013

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Jason @cono_sur

RT @winecountryont: Are you a super fan? If so...stay tuned!

Expand



Stephanie Bilek @vineyardw

@WineCountryOnt Im the ultimate Chardonnay fan. My whole summer tending to the vines has been amazing

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Jay @TheyNamedMeJay

@WineCountryOnt: I am the ultimate Ontario Chardonnay super fan because in this heat, I'd rather have a cold Chardonnay than water.

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Paul Dearborn @whitbywino 15 Jul

@WineCountryOnt I am the ultimate Ontario Chardonnay super fan because I just love that nowhere else can make it like we can #i4c2013

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Vickie @kiki_BFF 15 Jul

@WineCountryOnt I am the ultimate Ontario Chardonnay super fan just because they are fabulous #golocal

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Wine Country Ontario
@WineCountryOnt

You could win an amazing selection of fine Ontario #Chardonnay shipped to your front door! #i4c2013 on.fb.me/1aIp86b

[Reply](#) [Delete](#) [Favorite](#) [More](#)

6 RETWEETS



Social Channel Update:

- * Facebook Likes: 31,222 (+1,131 Likes)
- * Twitter Followers: 7,298(+53 Followers)
- * TweetLevel Score: 73.4
- * Klout Score: 60