



May 30, 2014

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:

- * Exultet Estates will be profiled for #WineryWednesday
- * Tasty food and #VQA wine pairings
- * Content on #GrazetheBench, #FollowtheTruck and the #NewVintage Festival
- * Continued content on the 2014 Travel Guide #GotTheGuide

Relevant Hashtags:

#ONwine	#WineCountryONT
#FollowtheTruck	#GrazetheBench
#CDNwine	#GotTheGuide
#VQA	#GoLocal
#NewVintage	#i4c14

Social Media News & Tips:

With the constant updates Facebook regulations, it is important for social media managers to keep informed about changes to page regulations and rules. Recently, Facebook has updated their [page guidelines](#) to allow brand pages to run contests and promotions utilizing comments as an entry mechanism. While likes and comments are permitted, sharing a Facebook status as way to enter a contest is not. This regulation is part of Facebook's continuous effort to crack down on spam accounts and promotions that clog up the Newsfeed and personal Timelines.

Highlight of the Week:

This week's highlight was an #OntarioWineHistory Tweet featuring a historical milestone about Prince Edward County becoming a VQA appellation in 2007. The milestone generated 12 Retweets, 6 Favourites and 1 comment to date. The success of the image demonstrates the continued popularity of Prince Edward County content and how passionate fans are about the important history of Ontario's wine industry.



Wine Country Ontario
@WineCountryOnt

#OntarioWineHistory 2007: Prince Edward County becomes a VQA appellation. #PEC
pic.twitter.com/ZCuh0J4vOI

↩ Reply 🗑 Delete ★ Favorite ... More



2007

Prince Edward
County becomes a
VQA appellation.

RETWEETS
12

FAVORITES
6



Consumer Engagement:

This week's consumer engagement highlight was the continued success of our #GotTheGuide Twitter promotion. To help promote the launch of the new 2014 Travel Guide, we are giving away exclusive copies to fans as part of a phased Twitter contest. So far the promotion has generated 31 Retweets and contributed to nearly 225,000 social media impressions for the official hashtag!



Wine Country Ontario @WineCountryOnt · May 28

Want to win our 2014 Wine Country Travel Guide before it's available at the LCBO? RT to enter! #GotTheGuide #Contest

Wine Country
Ontario
Travel Guide



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[View more photos and videos](#)

Social Channel Update:

- * Twitter Followers: 9,534 (+57 Followers)
- * Facebook Likes: 33,923 (+12 Likes)
- * Instagram Followers: 1,039 (+26 Followers)
- * Klout Score: 68