



**October 25, 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:**

- \* Tannin #Winefact
- \* Creative Halloween photo
- \* Coffin Ridge will be profiled for #WineryWednesday
- \* Promotion of Wine Country Ontario's new Instagram channel

**Social Media Tip of the Week:**

This week, Twitter made a key change to their direct message system. Up until now, you could only send a direct message on Twitter when the other person followed you back. Now users can change their settings so that anyone can send them a direct message even if they are not a current follower. This change will allow for more direct communication between users and gives companies, including wineries, a greater opportunity to reach out to new fans and potential customers in a more private manner – examples could include answering product questions, managing issues or running contests.

**Highlight of the Week:**

This week's highlight was a post on Instagram from Friday, October 25th featuring a beautiful photo take in Ontario's wine country during the fall season. The image performed very well with 19 likes so far. The engagement demonstrates that landscape images continue to prove popular on our Instagram channel and that timely or seasonal content tends to resonate with fans.



### Consumer Engagement:

This week's consumer engagement highlight was the blog post from our #Untweetable contest winner (@2ndferment) Bethany Harpur on the wineries she visited during her trip including Norman Hardie, Rosehall Run, Casa Dea Winery and Hinterland! The blog post demonstrates that while vivid descriptions and images are great, there is nothing like seeing and tasting all that Wine Country Ontario has to offer in person!



#### Social Channel Update:

- \* Facebook Likes: 31,309 (+3 Likes)
- \* Twitter Followers: 7,938 (+38 Followers)
- \* Instagram Followers: 140(+7)
- \* TweetLevel Score: 74.4
- \* Klout Score: 64