



**August 15, 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 com.motion. 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:**

- \* Calamus Estate Winery will be profiled for #WineryWednesday
- \* Delicious BBQ and VQA wine pairings
- \* Continued #GotTheGuide, #FollowtheTruck and Visa #InfiniteDining content

**Relevant Hashtags:**

#ONwine	#WineCountryON
#FollowtheTruck	#InfiniteDining
#CDNwine	#GotTheGuide
#VQA	#LCBOTasteLocal

**Social Media News & Tips:**

This week, Facebook [announced](#) that brand pages are no longer able to offer rewards, contests or like-gated apps based on 'liking' the page. This change comes into effect on November 5th, 2014. Following that date, Facebook contests or apps created by wineries can no longer ask fans to 'like' their page to enter a contest, claim a reward or use the app. Instead, it is recommended that wineries drive fans to enter contests by 'liking' a particular Facebook post or commenting on a post as valid entry mechanism. Facebook stated that the change was made to ensure that fans are 'liking' brand pages authentically, rather than because of a contest.

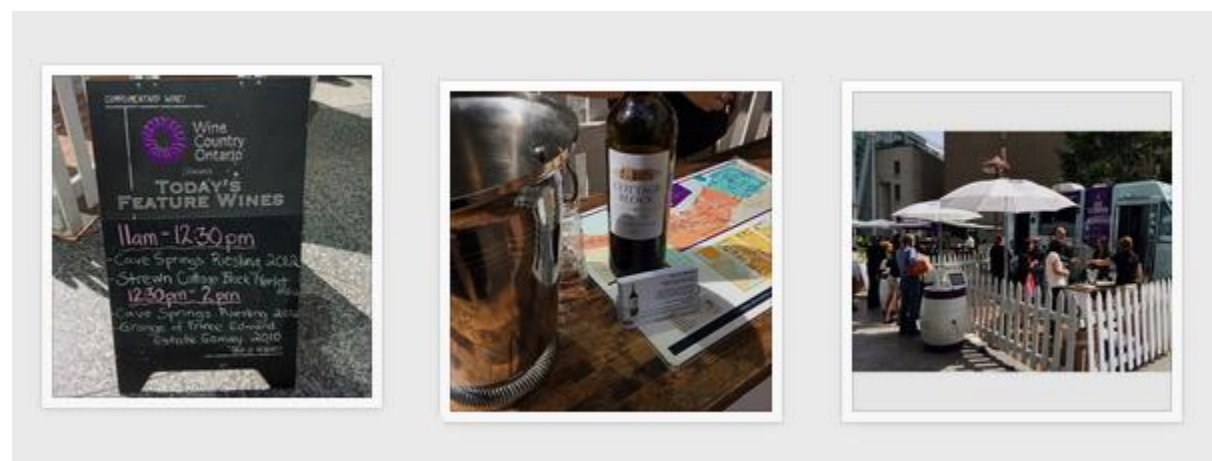
## Highlight of the Week:

This week's highlight was the engagement surrounding our live posting on Twitter and Instagram on August 14<sup>th</sup> for the #LCBOTasteLocal promotion preview in Toronto. Fans engaged well with our content on both social channels, including the wine selections and delicious offerings by local pie makers on display. Since early August, the #LCBOTasteLocal hashtag has already been used by 361 Twitter users and generated 1.3 million social impressions to date!



## Consumer Engagement:

This week's consumer engagement highlight was the continued warm reception from fans to our #FollowTheTruck content on Twitter, Instagram and Facebook. Since the launch in the spring, our #FollowTheTruck hashtag has been used 419 times and generated 1.7 million impressions on Twitter to date! The success so far this summer demonstrates that the program has resonated well with existing social followers, while also creating new fans of Ontario wine.



### **Social Channel Update:**

- \* Twitter Followers: 11,567 (+336 Followers)
- \* Facebook Likes: 34,152 (+7 Likes)
- \* Instagram Followers: 1,290 (+17 Followers)
- \* Klout Score: 67