



**December 13, 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:**

- \* Promotion of the "We Love Wine Country Ontario" restaurant-recognition program
- \* Festive creative content to celebrate the holiday season
- \* Continued content on 12 Days of Wine Country Ontario #12DaysWCO

**Social Media News & Tips:**

This week, Instagram launched Instagram Direct, a service which allows users to send photos and videos to individuals or groups of friends (up to 15), rather than posting them publicly. Instagram Direct is interesting because users can exchange photos or videos without needing to follow each other. If a user sends a photo or video using Instagram Direct, it goes into the new Instagram Direct inbox where they can comment, Like or reply with a new photo or video. This feature could prove to be a great tool in terms of deepening relationships with customers and fans on Instagram. Direct messaging may also prove be useful for companies and brands to handle customer service issues on a one-to-one basis and help manage Instagram contests.

**Highlight of the Week:**

This week's highlight was our retweet of Reif Estate Winery's tweet on December 12 regarding news that Icewine harvest had started following cold temperatures in the region. Wine Country Ontario's tweet about the news resulted in 4 retweets, 1 favourite and 1 response, while Reif's original tweet resulted in 7 retweets, 2 favourites and 2 responses. The engagement demonstrates that fans are excited for Icewine season and also enjoy news updates from the wineries on our channel.



### Consumer Engagement:

This week's consumer engagement highlight was the launch of our popular 12 Days of Wine Country Ontario for the 2013 holiday season. The program highlights great local gift ideas from Ontario's wine county through a partnership with bloggers and social influencers. Following high engagement and positive responses to the program in 2012, we launched the program again this year with a mix of returning bloggers and new influencers. Since the launch on Monday, the program hashtag #12DaysWCO has already generated 466,437 social media impressions and four popular giveaways!



### Social Channel Update:

- \* Twitter Followers: 8,184 (+47 Followers)
- \* Facebook Likes: 31,314 (+19 Likes)
- \* Instagram Followers: 318 (+34 Followers)
- \* TweetLevel Score: 74.4
- \* Klout Score: 67(+1)