



March 21, 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:

- * Rancourt Winery will be profiled for #WineryWednesday
- * Tips on wine tasting in Wine Country Ontario
- * Delicious wine and food pairings

Social Media News & Tips:

This week, SocialBakers.com released a [report](#) on hashtag use and the impact of overusing them on fan engagement. The research showed that just as using too many hashtags is generally considered bad form on personal profiles, it applies doubly for brands. On Facebook in particular, average interactions per post dropped more than 50% when a brand overused hashtags in their post. It is suggested that only 1-2 hashtags be used on Facebook and Twitter, while on Instagram it is [recommended](#) that brands use 10 or less depending on the relevancy of those hashtags. While hashtags are useful tools for engaging in social conversations, attracting new fans and social measurement, the report is a useful reminder for wineries and brands on the importance of social media etiquette and streamlining consumer communications.

Highlight of the Week:

This week's highlight included a Facebook creative photo from March 17th celebrating St. Patrick's Day. The image performed quite well with 47 likes and 28 shares to date. The engagement levels demonstrate that fans continue to engage with timely, socially-relevant content and enjoy sharing it with their respective social networks.



Consumer Engagement:

This week's consumer engagement highlight was the response to our Facebook post on March 16th where we asked fans about their favorite wine country memory. The post generated 12 passionate and personal responses from fans, including a wedding ceremony at Cave Spring! The engagement levels show that fans enjoy talking about their positive experiences in Ontario's wine country and the important life moments that can occur while there.



Social Channel Update:

- * Twitter Followers: 8,909 (+52 Followers)
- * Facebook Likes: 33,829 (-4)
- * Instagram Followers: 782 (+26 Followers)
- * Klout Score: 68