



September 5, 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:

- Crown Bench Estates Winery will be profiled for #WineryWednesday
- Red, White & Blues in #PEC
- Seasonal Sensations from Ontario's Sommeliers
- Niagara Wine Festival and Taste Ontario! promotional content
- Continued #GotTheGuide, #FollowtheTruck and Visa #InfiniteDining content

Relevant Hashtags:

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

Social Media News & Tips:

Recently, Twitter launched <https://analytics.twitter.com>: a new way for brands and marketers to measure and boost their impact on Twitter. When logged in, a full history of all account Tweets from the past 28-days displays along with each Tweet's individual impressions, engagements, and engagement rate. This allows wineries to easily see at a glance (and quick scroll down the page) which Tweets performed the best during the last month. By seeing the type of content your followers engaged with the most, you'll discover how to adapt your content to boost your engagement even further. Twitter analytics also displays information about your followers – here you'll see your follower growth over time in a handy line graph, discover key interests of your followers (wine, fine dining, cooking, travel), the gender ratio and location of your followers. Wine Country Ontario's Twitter account, for example, has 53% female followers and 22% of

them are from Toronto. These analytics are available for free for any winery with an active Twitter account.

Highlight of the Week:

This week's engagement highlight was around our Labour Day post on September 1st. As we've seen in the past, wine fans love to celebrate hardworking Canadian winemakers and growers and engage well with our creative studio imagery. This post resulted in 2,087 impressions, 17 retweets and 16 favourites to date.



Consumer Engagement:

This week's consumer engagement highlight was an Instagram post from September 4th, featuring a beautiful vineyard image to promote the 2014 Wine Country Ontario Travel Guide. The post generated 51 likes and 2 positive comments to date. Instagram earned steady growth again this week with 29 new followers, demonstrating wine fans enjoy engaging with us and respond well to scenic, visually appealing imagery that tells the story of Ontario's wine country.



Social Channel Update:

- * Twitter Followers: 12,388 (+8 Followers: no advertising in market vs. last week)
- * Facebook Likes: 34,195 (+18 Likes)
- * Instagram Followers: 1,346 (+29 Followers)
- * Klout Score: 67