



April 25, 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:

- * Cave Spring Winery will be profiled for #WineryWednesday
- * Tasty food and #VQA wine pairings
- * Promotion of #CountyTerroir and #SipandSizzle

Relevant Hashtags:

| | |
|----------------|------------------|
| #ONTwine | #WineCountryONT |
| #GetFresh | #DiscoverOntario |
| #SipandSizzle | #CDNwine |
| #CountyTerroir | #MothersDay |

Social Media News & Tips:

With Mother's Day coming up, we recommend posting helpful tips for Ontario wine fans such as gift ideas for Mom from your winery, links to tasty recipes, wine and food pairing advice, springtime wine recommendations or Mother's Day weekend events. It is best to pair this type of content with beautiful imagery or links back to your website to encourage higher engagement.

Highlight of the Week:

This week's highlight is a Facebook post from April 20th for Easter. The post featuring a beautiful spring garden image performed very well with over 30 likes and 4 comments to date. The engagement levels demonstrate that wine fans love beautiful seasonal imagery and enjoy celebrating special occasions such as Easter by engaging with Wine Country Ontario.



Wine Country Ontario

Posted by

[?] · April 20 · 🌐

Happy Easter everyone! How are you celebrating today?



Like · Comment · Share



30 people like this.

Top Comments ·

Consumer Engagement:

This week's consumer engagement highlight was our Niagara Food & Wine Expo @NFWExpo Twitter contest launched on April 22, 2014. The contest resulted in 55 entries and nearly 75 Retweets and Favourites over the course of only 3 days. Five excited winners were selected and each received 4 tickets to the event. Contesting can be a powerful engagement tool for wineries and brands alike that can increase your follower count and help spread awareness around a particular event, though hosting too many contests in a short period can attract the wrong type of followers.

 Wine Country Ontario @WineCountryOnt · Apr 22

The Niagara Food & Wine Expo @NFWWE begins on May 2! Retweet for your chance to win 4 tickets. ow.ly/w2IKi



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[View more photos](#)

Social Channel Update:

- * Twitter Followers: 9,273 (+59 Followers)
- * Facebook Likes: 33,856 (+1 Fans)
- * Instagram Followers: 902 (+24 Followers)
- * Klout Score: 68