



**August 8, 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:**

- \* Good Earth Vineyard and Winery will be profiled for #WineryWednesday
- \* Content featuring simple and fun summer entertaining tips
- \* Continued #GotTheGuide, #FollowtheTruck and Visa #InfiniteDining content

**Relevant Hashtags:**

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

**Social Media News & Tips:**

This week, Twitter announced some major changes to their advertising platform for brands and organizations by adding objective-based campaigns. Now, users will start by setting a goal, be it adding new followers, driving app downloads or directing people to their website. From there, a template will ask users to enter text and a picture, and choose a call to action based on your objectives (increase follower base, increase engagement, etc.). Twitter will charge users for their chosen actions. For example, users with app-based campaigns will pay on a per-click basis when consumers download the app. The changes provide wineries with more options on how they build out their Twitter advertising programs based on their objectives and strategic goals.

### Highlight of the Week:

This week's highlight was engagement surrounding our #GotTheGuide tweet from August 1<sup>st</sup>, which featured a link to the digital 2014 Wine Country Ontario Travel Guide that was accompanied by a stunning wine country image. The tweet resulted in 39 Retweets and 30 Favourites date. The success demonstrates that fans and supporters continue to enjoy and engage with useful and topical social content that they can use to experience wine country.



### Consumer Engagement:

This week's consumer engagement highlight was the success of an Instagram image from August 6<sup>th</sup> featuring a beautiful vineyard photo of Vineland Estates Winery. The image generated 72 likes and 3 positive comments to date. The landscape #NoCrop format for select Instagram photos has proven to be popular with our fans who seem to enjoy the modern and clean look of the photos. This format also ensures that we are able to present the entire photo rather than cropping the image into a square and losing portions of the landscape view.



### Social Channel Update:

- \* Twitter Followers: 11,231 (+330 Followers)
- \* Facebook Likes: 34,145 (+24 Likes)
- \* Instagram Followers: 1,273 (+29 Followers)
- \* Klout Score: 67