



**November 8, 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:**

- \* Continued promotion of Taste the Season
- \* Content on *the Gourmet Food and Wine Expo*
- \* Sprucewood Shores profiled for #WineryWednesday
- \* #WineFact about terroir

**Social Media Tip of the Week:**

Twitter hashtags only work with the pound sign (#) and special characters like "!, \$, %, ^, &, \*, +, ." will not work and may prevent the hashtag from working properly. Twitter is able to recognize the pound sign and then converts the hashtag into a clickable link. Similarly, hashtags with only numbers such as #123 will also not work. However, numbers are great for recurring event hashtags like #Harvest2013 or #i4c2014.

**Highlight of the Week:**

This week's highlight was an image posted on Facebook and Instagram on November 3 and 4<sup>th</sup> featuring Thirty Bench. The image performed very well with 32 likes on Instagram and 19 likes and 2 passionate comments on Facebook!



Wine Country Ontario shared a link.  
November 3

Enjoy a glass of red at Thirty Bench Wine Makers! This #winery is passionate about red varietals from vines that are managed for low yield and maximum fruit intensity.  
<http://instagram.com/p/gRNupoBY30/>



@WineCountryOnt  
instagram.com

Enjoy a glass of red  
red varietals from #  
fruit intensity.

Like · Comment · Share

Laurie Weir and 1



Write a comment



Jodi St Pierre Bench Wines the Best Ever!!!

Unlike · Reply · 1 · November 3 at 6:23pm via mobile



Shaylah J Lukas My FAVE!!! ❤️

Unlike · Reply · 1 · November 3 at 6:49pm



winecountryont

4 days ago

Enjoy a glass of red at Thirty Bench! This #winery is passionate about red varietals from #vines that are managed for low yield and maximum fruit intensity.



clibuchananphoto, canadianfashionista1, shesheila and 29 others like this.



winecountryont

WineCountryOnt #wine #Ontario #Canada #VQA #NiagaraEscarpment #Niagara #BeamsvilleBench #grapes #autumn #CDNWine #OntWine #Sunday #winenot #sundayfunday #yum #local #golocal #thirtybench



Leave a comment...



## Consumer Engagement:

This week's consumer engagement highlight was Wine Country Ontario's Twitter account hitting a new follower milestone. @WineCountryOnt has now attracted over 8,000 fans and followers to date! This growth represents a 15% follower increase since only June 2013! The spike indicates that fans and consumers are responding well to our content and that interest and enthusiasm for Ontario's wine country continues to grow!



#### Social Channel Update:

- \* Facebook Likes: 31,307 (-5 Likes)
- \* Twitter Followers: 8,009 (+27 Followers)
- \* Instagram Followers: 228 (+50 Followers)
- \* TweetLevel Score: 75.5 (+1)
- \* Klout Score: 67 (+1)