

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:

- * Wine Country Ontario's #Untweetable campaign and Twitter contest launch! Beginning on June 24th, WCO will ask fans to send in their best picture or tweet describing the almost "indescribable" beauty of Ontario's wine country to wine a trip for two!
- Launch of the summer Food & Drink issue on June 26th that includes the 2013
 Wine Country Ontario Travel Guide
- * Waupoos Estates Winery will be featured for Winery Wednesday
- * Content on bike tours in Ontario's wine country
- * Tips on hosting wine tastings at home

Social Media Tip of the Week:

- * This week, Facebook <u>announced</u> it was adding video to its popular photosharing app Instagram, following in the heels of Twitter's growing video-sharing app, Vine. To use the video feature, Instagram users can tap on the same camera icon they use to snap photos
- * Creating a profile on <u>TripAdvisor.ca</u> is highly recommended to help raise awareness of a winery and connect with potential visitors and wine fans across the world. Wine Country Ontario will highlight Trip Advisor profiles in future Winery Wednesday posts to help promote travel and entice fans to contribute reviews

Highlight of the Week:

This week, @WineCountryOnt officially surpassed 7,000 fans on Twitter! Over on Facebook, this week's highlight was the notable success of timely/seasonal content for Father's Day, International Picnic Day and Ontario Wine Week. All three Facebook posts featured high engagement levels with wine fans that demonstrate the popularity of lifestyle and consumer event/special occasion content on our Facebook page. The Father's Day post on June 16th resulted in 100 likes and 1 share. The lighthearted post on International Picnic day resulted in 90 likes, 19 shares and 5 comments. Finally, our first post on Ontario Wine Week resulted in 72 likes, 4 shares and 3 comments to date.



Marian Mc Coll Ford Oh yeah...the wine tasting

Marian Mc Coll Ford Visited this wonderful part the weekend...make sure everyone it is in your b do...it was wonderful...what beautiful country St

Unlike · Reply · 🗗 1 · Monday at 5:17pm

Niagara on the Lake is.

Wine Country Ontario

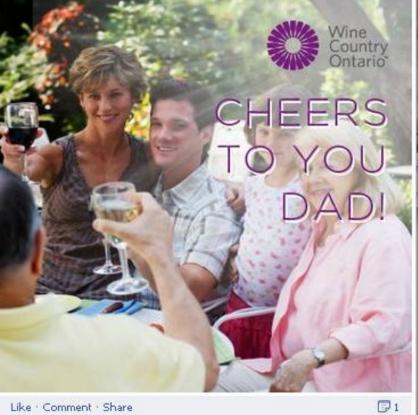
Happy Father's Day wine fans!

June 16 🎄

100 people like this.

It's International Picnic Day! Why not grab a blanket, some great Ontario VQA wine and have a picnic outdoors!

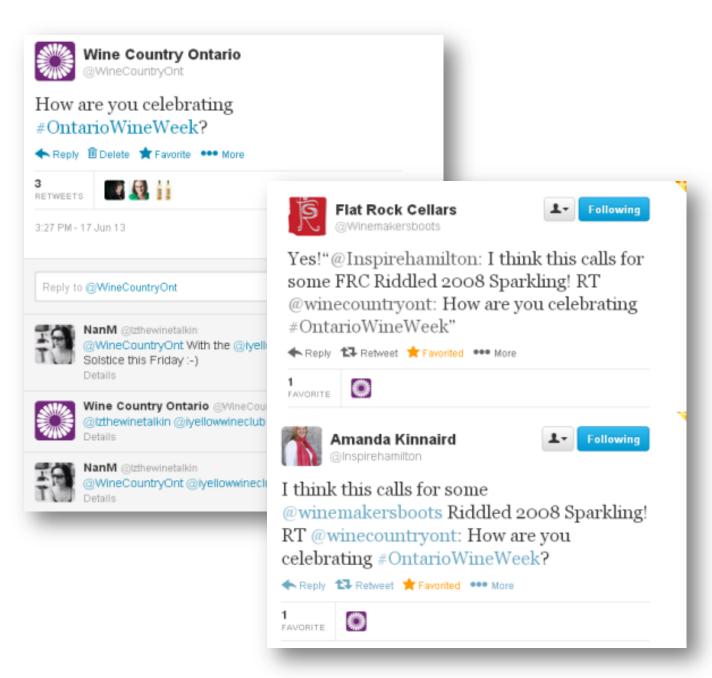






Consumer Engagement:

This week, our Twitter content around #OntarioWineWeek proved to be quite successful and engaging with wine fans, influencers and wineries. While some consumers were surprised to learn about Ontario Wine Week, all reactions were very positive and engaging. This response demonstrates that there is an opportunity for WCO to promote Ontario Wine Week in a bigger way and leverage the positive engagement surrounding this important milestone. Another highlight of the week was a post from Jeff Letvenuk (@KnowJeff: 39) who works at Pillitteri Estates Winery but enjoyed a glass of Rosewood Pinot Noir during the hockey game. Hockey Night In Canada (@hockeynight: 116847) replied to the tweet in a lighthearted manner as did @WineCountryOnt. The post demonstrates that hockey and Ontario wine could make for an interesting pairing and some fun social content next hockey season with Wine Country Ontario!





Social Channel Update:

Facebook Likes: 28,243 (+37 Likes)

Twitter Followers: 7,004 (+57 Followers)