



September 6, 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:

- * LCBO SHINE {ON} content (#ShineON)
- * #WineFact about acidity in wine
- * Colio Estate Wines will be profiled for #WineryWednesday
- * Promotion of Red White & Blues In The County

Social Media Tip of the Week:

You can easily view and access your Instagram account on the web by visiting instagram.com and logging into your account with your username and password. You can also view your profile by going to [instagram.com/\[username\]](http://instagram.com/[username]). Photos and videos posted by you and people you're following appear in your feed. To get to your feed, click the home button in the upper-left corner of the page. This website link can easily be shared on Facebook and other social platforms which allows non-iPhone/Android wine fans to view your winery's profile and photos. Cross promotion between different social platforms is strongly recommended as it unifies different social communities and helps to expand your social media footprint and fan base.

Highlight of the Week:

This week's highlight was a post on Monday, September 2nd – Labour Day. The celebratory image depicted two wine fans enjoying their day off on a beautiful day in Ontario with a glass of VQA. The post resulted in 43 likes and 16 shares to date. The high number of shares and likes demonstrates that fans enjoyed the image and thought of enjoying a glass of VQA on a relaxing holiday Monday.



Consumer Engagement:

This week's consumer engagement highlight was the response to a tweet on September 1st. The tweet asked fans and supporters to cheers to the hard-working Canadian wine makers in the Country. The post resulted in a high number of responses including 6 retweets and 5 responses. The support shows how appreciative fans are of the hard work and dedication that goes into making such quality wine.



Wine Country Ontario
 @WineCountryOnt

With tomorrow being Labour Day, let's cheers to all the hard-working Canadian [#wine](#) makers! [#CDNWine](#)

[Reply](#)
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RETWEETS








2:04 PM - 1 Sep 13



Jennifer Hall @fashionfood
 1 Sep
 @WineCountryOnt Sending heartfelt thanks for all the hard work of our CDN winemakers. They bring us such joy in their beautiful wines,
[Details](#)



Kim Manley Ort @kimmanleyort
 1 Sep
 Cheers! RT @WineCountryOnt: With tomorrow being Labour Day, let's cheers to all the hard-working Canadian [#wine](#) makers! [#CDNWine](#)"
[Details](#)



elaine peters @eepeters_ep
 1 Sep
 @WineCountryOnt @PellerVQA @benchwineguy @FieldingWinery @FreeMyGrapes yes to all the wine makers across this Nation and Beyond-Thank you!
[Details](#)

Social Channel Update:

- * Facebook Likes: 32,243 (-2 Likes)
- * Twitter Followers: 7,559 (+16 Followers)
- * TweetLevel Score: 73.4 (+1.1)
- * Klout Score: 58 (-1)