



August 29, 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:

- * Labour Day creative image
- * 2013 Wine Country Ontario Travel Guide content
- * Fielding Estate Winery will be profiled for #WineryWednesday
- * Promotion of the Shores of Erie International Wine Festival and Red White & Blues In The County

Social Media Tip of the Week:

This week, Facebook announced an update to its page terms and conditions, removing the requirement that contests and promotions must be run via an application. This means that a Facebook page can now run contests and promotions using tools native to Facebook such as having fans commenting, liking or sharing a post to enter. This is especially fantastic news for Ontario winery pages since giveaways can be hosted on Facebook directly rather than linking to Twitter or having fans use email to enter. This change increases Facebook engagement levels and encourages a greater number of contest entries as it is easier than ever for fans to participate.

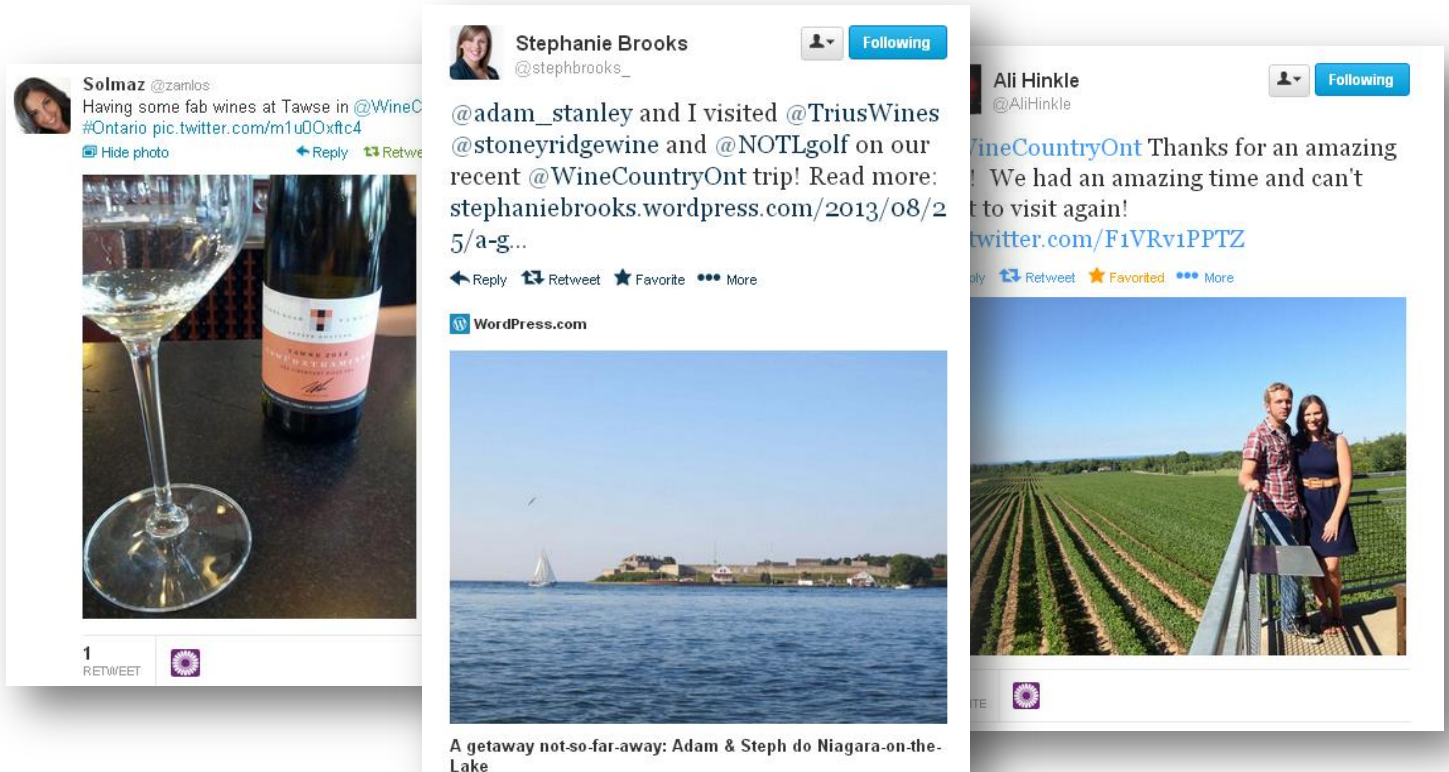
Highlight of the Week:

This week's highlight was a post on Saturday, August 24 where we asked wine fans what their favourite Ontario winery was. The post was very successful and resulted in 33 'likes' and 114 passionate responses to date, including fan comments that received numerous 'likes' as well! The level of engagement shows that fans were excited to express their opinion and their love for Ontario wine!



Consumer Engagement:

This week's consumer engagement highlight was a number of beautiful photos and experiences shared by fans visiting Ontario's stunning wine country. Twitter has proven to be an ideal medium for fans and visitors to share their experiences while also engaging directly with wineries they love or have recently discovered.



Social Channel Update:

- * Facebook Likes: 32,245 (-2 Likes)
- * Twitter Followers: 7,543 (+53 Followers)
- * TweetLevel Score: 72.3
- * Klout Score: 59