



**July 4, 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 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:**

- \* Hillier Creek Estates will be profiled for #WineryWednesday
- \* Promotion of #i4c14
- \* Content on #FollowtheTruck and Visa #InfiniteDining
- \* 2014 Wine Country Ontario Travel Guide (#GotTheGuide) content

#### **Relevant Hashtags:**

|                 |                 |
|-----------------|-----------------|
| #ONwine         | #WineCountryON  |
| #FollowtheTruck | #InfiniteDining |
| #CDNwine        | #GotTheGuide    |
| #VQA            | #GoLocal        |
| #i4c14          | #DiscoverON     |

#### **Social Media News & Tips:**

This week, Twitter's Vine added a new metric that allows users and brands to evaluate the reach of their vine creations. Vine videos now include a "Loop Count," a metric comparable to the "Views" metric used on other sites like YouTube. The 'Loop Count' updates automatically any time the video is played, even on embeds across the web. The ability to measure the performance and popularity of content on any social media platform is important for wineries to help determine what content is resonating best with fans. Using such engagement metrics can help craft future content in way that ensures fans are getting what they want from your brand page and social presence.

## Highlight of the Week:

This week's highlight was the excitement and engagement surrounding the 2014 Wine Country Ontario Travel Guide, which launched in the summer issue of LCBO's Food & Drink last week. Since May 2014, #GotTheGuide has been used 240 times and has generated **603,322** social media impressions to date on Twitter alone!



## Consumer Engagement:

This week's consumer engagement highlight was fan engagement with our Canada Day post on Facebook and Twitter. Our creative studio image was a hit with fans, generating 104 likes, 6 comments and 22 shares, with a reach of 1,431 people to date! On Twitter, the image also performed well with 42 Retweets, 16 Favourites and 2 replies to date. Finally, on Instagram the image generated 71 likes and 4 comments to date. The success proves that fans enjoy celebrating notable events and holidays with Wine Country Ontario on social media.



## Social Channel Update:

- \* Twitter Followers: 9,797 (+48 Followers)
- \* Facebook Likes: 34,048 (+23 Likes)
- \* Instagram Followers: 1,137 (+19 Followers)
- \* Klout Score: 67