



**July 11, 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 com.motion. 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:**

- \* Viewpointe Estate Winery will be profiled for #WineryWednesday
- \* Promotion of #i4c14 events and tickets
- \* Content on #FollowtheTruck and Visa #InfiniteDining
- \* Continued 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, with the big focus on #i4c14 and the Cool Climate Chardonnay Celebration, we recommend that each winery joins the conversation on Twitter and shares content about their unique Chardonnays that are available for consumers in Ontario, and describe why they are so special. Due to the international spotlight on Chardonnay and Niagara for i4c, this is a great opportunity to leverage social media to educate fans on what is available and how a particular Ontario Chardonnay reflects the unique appellation it is from.

**Highlight of the Week:**

This week's highlight was the growing excitement and engagement surrounding #i4c14 and content that Wine Country Ontario has continued to share to promote the celebration and spread awareness about the spectacular schedule of events! Our

Twitter contest in particular for tickets to the Barrels & Bonfires BBQ has already garnered 12 Retweets in a matter of hours since launch. To date, the official #i4c14 hashtag has been used 1,573 times on Twitter and has generated 3.9 million social media impressions!



**Wine Country Ontario**  
@WineCountryOnt

RT for a chance to win 2 tickets to the  
[#i4c14](#) Barrels & Bonfires BBQ at  
[@13thStreetWines](#) on July 18!  
[@coolchardonnay](#) on [fb.me/1waH1jF](#)

↩ Reply 🗑 Delete ★ Favorite ⋮ More

RETWEETS  
12



10:28 AM - 11 Jul 2014



**Wine Country Ontario**  
@WineCountryOnt

The [@coolchardonnay](#) Celebration is only a week away! Get your tickets for the 'coolest' event around today. [#i4c14](#)  
[coolchardonnay.org](#)

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RETWEETS  
7

FAVORITES  
2



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Wine Country Ontario  
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#i4c14 Chardonnay Spotlight: Roberto DiDomenico, @Reifwinery. Get @coolchardonnay tickets at [bit.ly/1k9KNnY](http://bit.ly/1k9KNnY)

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RETWEETS  
4

FAVORITES  
4



Wine Country Ontario  
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Chardonnay grown in cooler climates, such as Ontario, is celebrated for unique complexity & taste profile. Try some tonight! #i4c14

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RETWEETS  
12

FAVORITES  
3



### Consumer Engagement:

This week's consumer engagement highlight was a stunning #regram photo posted on Instagram from Konzelmann Estate Winery's beautiful property. The image generated 52 likes to date. The success demonstrates that stunning images of Ontario's wine country are often very successful on a visually-focused social media channel such as Instagram and result in fan growth whenever posted.



### Social Channel Update:

- \* Twitter Followers: 9,860 (+63 Followers)
- \* Facebook Likes: 34,079 (+31 Likes)
- \* Instagram Followers: 1,156 (+19 Followers)
- \* Klout Score: 67