



**October 24, 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:**

- Mike Weir Winery will be profiled for #WineryWednesday
- Continued content on #Harvest2014 and #LCBOTasteLocal assets
- Spooky creative image for Halloween
- Delicious Ontario VQA wine pairing content

**Relevant Hashtags:**

#ONwine	#WineCountryON
#Harvest2014	#CDNwine
#GotTheGuide	#VQA
#LCBOTasteLocal	#GoLocal

**Social Media News & Tips:**

Recently, popular URL shortening service [Bitly](#) underwent a redesign that provides users with additional social analytic data and metrics. The addition of new audience data tools provides brands with useful information such as timing and date of link clicks, channels where the link is being shared, top users that shared the link and much more. This sort of data allows brands to acutely understand who is engaging with their shared links and when they are being shared. With more analytic data at hand, wineries can create social content with a greater understanding of who their audience is, when they are online and what content appeals most to them.

### Highlight of the Week:

This week's engagement highlight was around our #LCBOTasteLocal post on Facebook from October 21. The post included a beautiful recipe photo and wine pairing from Niagara. On Facebook, the image resulted in 13 likes, 1 comment, 4 shares, 24 clicks and 634 impressions to date. The engagement levels demonstrate that food and wine pairings continue to be desired content as it's providing useful information they can use at home or share with friends on social.



Wine Country Ontario

The Pie Plate Bakery Cafe's Ruth Anne Schriefer's shares her recipe for Thin Crust Pizza with local peaches. The delectable dish is paired with Inniskillin Wines Unoaked Chardonnay. <http://bit.ly/1tIK9aG> #LCBOTasteLocal



### Consumer Engagement:

This week's consumer engagement highlight was the activity around a Tweet promoting a wonderful culinary event at @SueAnnStaff Winery on October 18 and 19. The image generated 12 retweets, 65 clicks, 5 favourites and 2,115 impressions on Twitter to date. The success shows the importance of Twitter in promoting great events occurring in Ontario's beautiful wine country and generating awareness of the wineries that are hosting them.



Wine Country Ontario @WineCountryOnt · Oct 17

Local Ontario wines, food trucks & music!  
What's not to love? OCT 18-19

@SueAnnStaff winery. #sasfoodtrucks  
#ONwine

Sue-Ann Staff, Calamus Winery, Cave Spring Cellars and 7 others

**WHEN**  
**SAT Oct 18th & SUN Oct 19th**  
**Noon to 5pm**

**WHERE**  
**Sue-Ann Staff Estate Winery**  
**3210 Staff Ave, Jordan (Lincoln)**

**FOOD TRUCKS**  
Beavertails  
Bob's Mobile Mexican  
ChocoChurros  
Dirty South Truck  
El Luchador  
Feastivities  
Gourmet Bitches  
Localista (Sat)  
Smokin' Buddha  
Tide and Vine  
Urban Express

**WINERIES**  
Sue-Ann Staff Estate  
Calamus Estate

12 5

[View more photos and videos](#)

### Social Channel Update:

- \* Twitter Followers: 13,219 (+46 Followers)
- \* Facebook Likes: 34,330 (+9 Likes)
- \* Instagram Followers: 1,504 (+24 Followers)
- \* Klout Score: 68