



June 13, 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:

- * Tawse Winery will be profiled for #WineryWednesday
- * Tasty food and #VQA wine pairings
- * Content on #FollowtheTruck, #NewVintage Festival, Visa #InfiniteDining and #GotTheGuide
- * Week-long content series on #OntarioWineWeek

Relevant Hashtags:

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

Social Media News & Tips:

This week, Facebook posted a blog [update](#) that finally addressed why organic reach is on the decline for Facebook brand pages. A post's organic reach reflects how often it will be seen without any further help from either the Facebook algorithm or paid-for engagement. Ogilvy & Mather tracked the drop earlier this year, from 16% of followers engaging with a brand page post in 2012, to 6% in February 2014 for smaller pages and just 2% for pages with over 500,000 followers. The chief reason for the algorithm change was due to the rising amount of content being shared on Facebook on a daily basis. The new algorithm ensures that Facebook users only see the most relevant content based on their interests and previous engagement history. To help reach more fans with organic content, it is recommended that wineries post beautiful imagery and videos, encourage fan participation, host giveaways and produce exclusive and interesting content that fans will want to engage with.

Highlight of the Week:

This week's highlight was a Tweet from June 13th promoting the #NewVintage Niagara Wine Festival. The Tweet resulted in 8 Retweets and 4 Favourites to date, showing that fans are excited for the start of the spring festival and the spring/summer travel season in wine country.



Wine Country Ontario
@WineCountryOnt

Two weekends of Niagara wine and culinary magic. The #NewVintage @NiagaraWineFest begins Sat! niagarawinefestival.com pic.twitter.com/K9REv0st6k

Reply Delete Favorite More



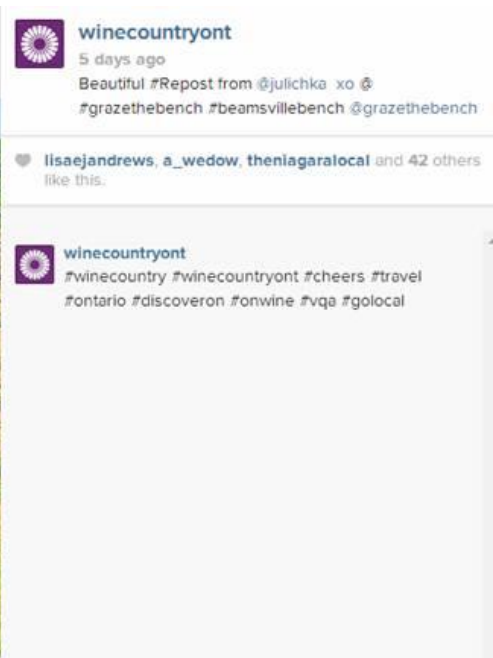
RETWEETS
8

FAVORITES
4



Consumer Engagement:

This week's consumer engagement highlight was an Instagram fan #Repost from #GrazeTheBench. The stunning image featured four friends enjoying local Ontario vino and a view on the Beamsville Bench during a warm spring weekend. The image performed very well with 45 likes to date.



Social Channel Update:

- * Twitter Followers: 9,662 (+55 Followers)
- * Facebook Likes: 33,960 (+28 Likes)
- * Instagram Followers: 1,089 (+24 Followers)
- * Klout Score: 68