



March 14, 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:

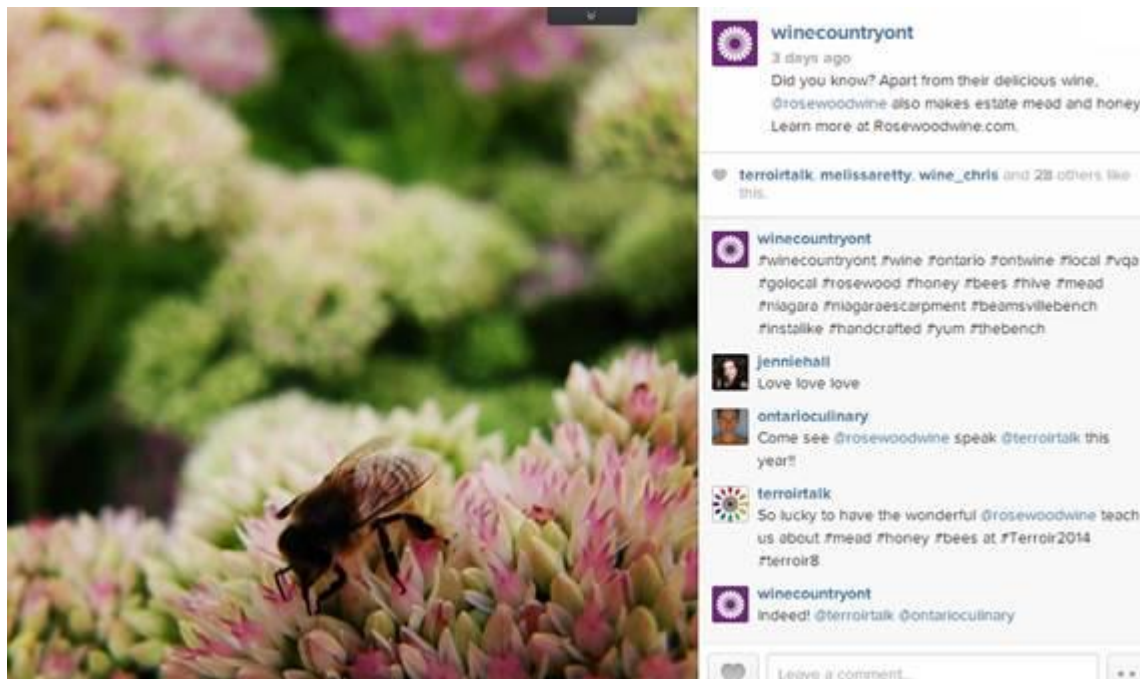
- * Pelee Island Winery will be profiled for #WineryWednesday
- * Creative content celebrating St. Patrick's Day and the first day of spring
- * Delicious wine and food pairings

Social Media News & Tips:

This week, Facebook [announced](#) a new design for Facebook brand pages, making things such as key performance indicators more easily visible for page managers, and location info easier to find for fans. Essentially, the redesign will aim to streamline the look of Facebook pages and offer a similar design to that of personal profiles. The most notable change will be that the 2 column feed will be moving to a 1 column feed. The right-side column of the Timeline now displays all of the page's posts. This one-column display means that all posts will appear consistently on the page and in News Feed. The left column will display information about the brand such as hours of business, contact information and URLs, as well as photo and video galleries. There's also a new feature called "Pages to Watch" that will help brands keep track of competitor pages more easily. Facebook announced that these changes will roll out gradually in the coming weeks. It is important for wineries to keep track of social media updates to understand how fans and consumers are digesting social content and how improvements/changes to social platforms allow you to interface with them better to gain insights and grow your connections.

Highlight of the Week:

This week's highlight included an Instagram photo from @Rosewoodwine that featured a stunning shot of bees from Rosewood's property. The image resulted in 31 likes and 3 passionate comments to date. The engagement levels demonstrate that fans enjoy unique and interesting content about Ontario's wineries, along with high-quality, beautiful photography.



Consumer Engagement:

This week's consumer engagement highlight was the response to our Tweet celebrating International Women's Day and the inspirational women within the Canadian wine industry. The tweet resulted in 7 ReTweets, 4 Favourites and 1 comment to date. The engagement levels show that fans continue to respond well to tweets about notable celebrations and holidays, as well as content about the passionate people working in the Canadian wine industry.



Wine Country Ontario
@WineCountryOnt

Let's raise a glass to inspirational women everywhere, including those in the Canadian wine industry. Cheers! @womensday #IWD2014

Reply Delete Favorite More

RETWEETS

7

FAVORITES

4



1:34 PM - 8 Mar 2014



Inn on the Twenty @InnontheTwenty · Mar 8

@WineCountryOnt @womensday - we'll #cheers to that(them)!! #IWD2014

Details

Reply Retweet Favorited More

Social Channel Update:

- * Twitter Followers: 8,857 (+47 Followers)
- * Facebook Likes: 33,833 (-10)
- * Instagram Followers: 756 (+15 Followers)
- * TweetLevel Score: 75.5 (Service currently unavailable)
- * Klout Score: 68