



**September 19, 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:**

- Megalomaniac will be profiled for #WineryWednesday
- Seasonal Sensations from Ontario's Sommeliers
- Niagara Wine Festival, #Harvest2014 and Taste Ontario! content
- Continued #GotTheGuide, #FollowtheTruck and Visa #InfiniteDining content

#### **Relevant Hashtags:**

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

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

With the constant changes and updates that social media channels experience, it is important for wineries to keep up to date on these said changes, including recommended image sizing and specifications intended for each channel. SproutSocial offers a [useful resource](#) that provides ongoing updates on the ideal image sizes for Twitter, Facebook, Instagram and more. It is important to keep these specifications in mind to ensure that images appear properly and look great on each social media platform.

### Highlight of the Week:

This week's engagement highlight was around our Facebook #WineryWednesday post from September 17<sup>th</sup> featuring North 42 Degrees Estate Winery. The post generated 279 clicks, 14 likes and 1,346 impressions to date. The engagement and interest demonstrates that fans continue to enjoy #WineryWednesday content, especially posts that feature high-quality imagery provided by wineries.



**Wine Country Ontario**

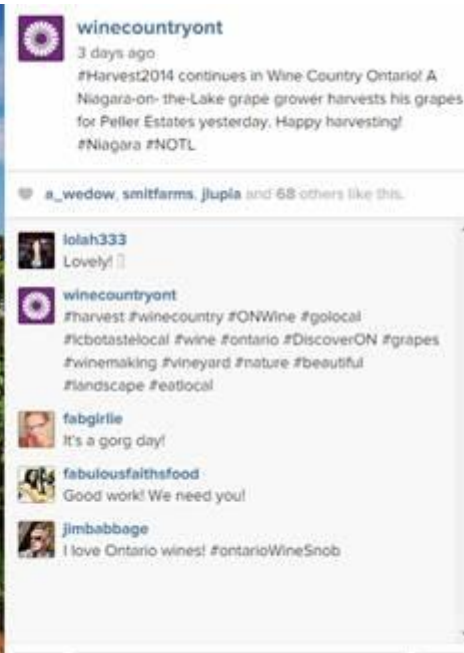
Posted by David Dwyer [?] · September 17 · 🌟

North 42 Degrees Estate Winery, part of the Lake Erie North Shore appellation, is home to a gravity flow winery and lavender farm. Owners, Martin and Suzanne, are third generation farmers that grow Sauvignon Blanc, Riesling, Gewürztraminer,... [See More](#)



### Consumer Engagement:

This week's consumer engagement highlight was an Instagram post from September 16<sup>th</sup>, featuring a beautiful image from #Harvest2014 in Ontario's wine country. The post generated 71 likes and 3 positive comments to date. Content on harvest typically performs very well on our channels as fans enjoy learning more about the local wine industry and getting a behind-the-scenes glimpse of harvest activities.



### Social Channel Update:

- \* Twitter Followers: 12,849 (+241 Followers)
- \* Facebook Likes: 34,236 (+25 Likes)
- \* Instagram Followers: 1,384 (+28 Followers)
- \* Klout Score: 67