



December 12, 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:

- Keint-He Winery and Vineyard will be profiled for #WineryWednesday
- Launch of the Niagara Icewine Festival VIP Contest
- Promotion of the upcoming Niagara Icewine Festival
- Delicious seasonal wine pairing content

Relevant Hashtags:

#ONwine	#WineCountryON
#CDNwine	#GoLocal
#FollowTheTruck	#VQA
#GotTheGuide	#IcewineFest

Social Media News & Tips:

This week Instagram [announced](#) that the photo-sharing service now has over 300 million active users, according to a blog post shared Wednesday. That's a leap from 200 million active users at the end of March, meaning Instagram has grown 50 percent in the past nine months alone. It also means that Instagram now claims more monthly active users than Twitter (284 million) and likely LinkedIn, which has 331 million user accounts, but doesn't specify how many are active. Instagram's 300 million figure represents the number of users logging in each month. This announcement demonstrates the mounting significance of Instagram for marketers and brands, including wineries who are such a natural fit for the channel with your highly visual lifestyle content.

Highlight of the Week:

This week's engagement highlight was our Tweet from December 9th featuring a beautiful winter vineyard image and a link to our monthly event listings for Ontario's wine country. The post performed extremely well with 13 retweets, 6 favourites, 41 clicks and a reach of 1,957. Fans continue to enjoy Twitter content that features visually stimulating imagery and relevant, timely content such as event details.



Wine Country Ontario
@WineCountryOnt

Check out our [#event](#) listings to see what's happening in [#Ontario](#)'s wine country this month. winecountryontario.ca/events/



RETWEETS
13

FAVORITES
6



Consumer Engagement:

This week's consumer engagement highlights included the continued engagement around 12 Days of Wine Country Ontario. Our annual holiday program continues to generate high interest from consumers and impressive social metrics. Our program hashtag ([#12DaysVQA](#)) has already generated over **820,000** social media impressions and **125,000** blog impressions to date!

Another highlight of the week was the continued engagement around our new Twitter handle ([@TheVQAWineTruck](#)) for our Taste Ontario VQA Wine Truck. Since the launch of social content in late November, the handle has already generated **621,641** social media impressions on Twitter alone.



Health & Wellness

December 9

A new giveaway (plus great gift ideas!) from Wine Country Ontario! You could win a \$150 giftcard to the lovely Pillar and Post in Niagara-on-the-Lake from me and Wine Country Ontario! You can get full details on how to enter over on www.healthandwellness.com. (And for more gift ideas, visit www.winecountryontario.ca!)



 **TheVQAWineTruck** @TheVQAWineTruck · 2h
It's a beautiful day for wine tasting! Our wine sommelier, Alex from @Pillitteriwines is here 1PM-3PM for some Q&A!

 You, Michele Bosc, CreeksideWine and 2 others



  3  4 ...

[View more photos and videos](#)

Social Channel Update:

- * Twitter Followers: 13,438 (+29 Followers)
- * Facebook Likes: 34,395 (+6 Likes)
- * Instagram Followers: 1,711 (+32 Followers)
- * Klout Score: 67