



November 29, 2013

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:

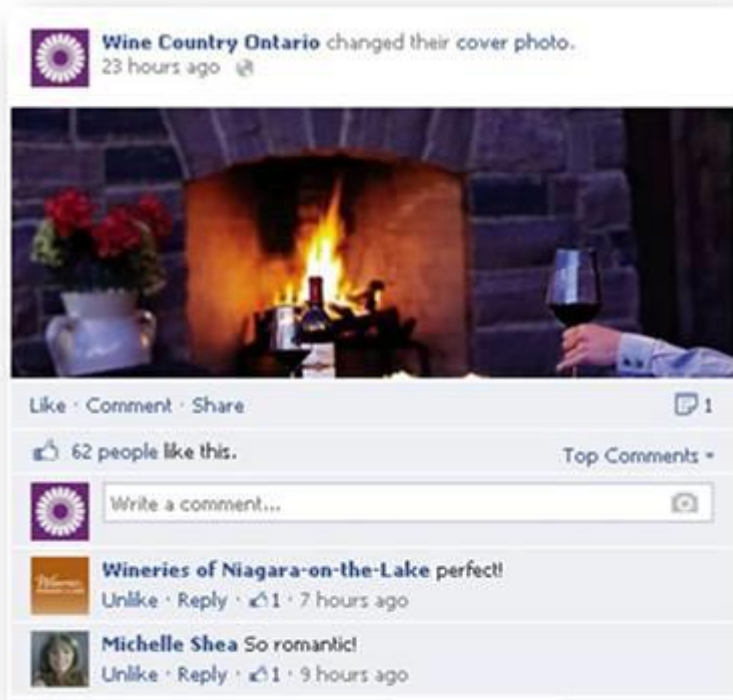
- * Continued promotion of Wine Country Ontario at the Toronto Christmas Market
- * Launch of Wine Country Ontario's #IcewineFest contest
- * Frogpond Farm will be profiled for #WineryWednesday

Social Media Tip of the Week:

Facebook recently reported that about 128 million users in North America access Facebook via mobile devices on a daily basis, adding that for the first time ever, digital media has topped other media in terms of daily usage. It was also noted that Facebook mobile users check their apps an average of 14 times per day. With this in mind, it is important for brands to optimize their content so it is mobile friendly and easily absorbed on-the-go. Posts that feature great images generally have much higher levels of engagement than text-only posts and compelling videos can be even more engaging. An awesome 30-second or 1-minute video promoted in the Facebook mobile News Feed can be a welcome diversion while waiting in long lines at the store.

Highlight of the Week:

This week's highlight was an image post on Facebook from Wednesday, November 27th. Wine Country Ontario's Facebook cover photo was changed on Facebook with a beautiful seasonal #untweetable image of a warm fire and delicious Ontario red VQA. The image performed very well with 62 likes, 2 comments and 1 share to date. The engagement levels demonstrate that beautiful images continue to do well with our fans, especially if the content is seasonal.



Consumer Engagement:

This week's consumer engagement highlight was our Facebook post on November 28, 2013. Continuing our week-long series of cheese and wine pairings, we posted content on a delicious blue cheese and Ontario VQA Icewine pairing. We included a stunning image from Reif Estate Winery, which displayed a number of wine and cheese pairings. The post performed quite well with 26 likes and 4 comments to date.



Social Channel Update:

- * Twitter Followers: 8,064 (+31 Followers)
- * Facebook Likes: 31,290 (-10 Likes)
- * Instagram Followers: 282 (+16 Followers)
- * TweetLevel Score: 74.4 (+1)
- * Klout Score: 66