



**February 7, 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:**

- \* Continued Promotion of the Days of Wine and Chocolate
- \* Cattail Creek will be profiled for #WineryWednesday
- \* Content on Wine Country Ontario's tasting truck at Winterlude
- \* Promotion of #Cuvée2014

**Social Media News & Tips:**

This week, Facebook celebrated its 10<sup>th</sup> anniversary by debuting a feature that allowed any user to see a short video of their personal highlights and key moments on the channel. Facebook has recently announced that users will soon be able to edit and customize their personal Look Back videos – a common complaint by users since the feature debuted. By the end of 2013, Facebook was being used by 1.23 billion users worldwide, adding 170 million in just one year. Globally, 556 million people now access the site every day on their smartphone or tablet and by the end of 2013, Facebook made more than \$1 Billion in revenue from mobile advertising in just one quarter. For marketing your winery, Facebook continues to be an important social channel to engage your audience. Facebook advertising is an efficient way of gaining new fans ("likes)" and generating awareness among a specific target audience.

**Highlight of the Week:**

This week's highlight included a Facebook post from February 1 about our Days of Wine and Chocolate contest. Fans were asked to share their favourite Ontario wine and chocolate pairing for a chance to win a wine-inspired chocolate creation from Willow Cakes in Niagara. The first post on the contest featured an image of the creation, which resulted in 32 likes, 17 comments and 11 shares to date.



**Wine Country Ontario**

Liked · February 1

To celebrate Valentine's Day and the start of Days of Wine and Chocolate in #Niagara-on-the-Lake this weekend, we are launching the Wine Country Ontario Days of Wine and Chocolate contest! Comment below on your fave Ontario wine & chocolate pairing to a win a special wine inspired chocolate creation from Willow Cakes. Full details: <http://on.fb.me/1i47SZa>

Tag Photo Add Location Edit

Like · Comment · Share · Edit

32 people like this.

Top Comments

11 shares



**Diane Desrosiers** My choice is an easy one: Inniskillin IceWine and dark chocolate.

Unlike · Reply · 1 · February 1 at 4:02pm



**Paul Dearborn** Rosehall Run The Swinger Syrah and Brix Dark Chocolate. Come on now!!

Unlike · Reply · 1 · February 1 at 2:11pm



**Debbie John Godwin** Sandbanks Estate Baco Noir and Belgian Dark Chocolate! Yummy!!!!!!

Unlike · Reply · 1 · February 1 at 1:50pm



**Wine Country Ontario** Some amazing selections everyone! #delish

Like · Reply · February 1 at 4:15pm

## Consumer Engagement:

This week's consumer engagement highlight includes numerous fan Tweets and entries for our Days of #WineandChoc contest. Wine Country Ontario fans showed their passion for the contest and Ontario wine with a series of creative and delicious pairing choices. The contest was also successful in fostering conversation around the Days of Wine and Chocolate and help spread awareness of the fabulous February wine country event.

Favorited by [Purdys Chocolatier](#)

 **Carol Gomez** @CarolAuCourant · Feb 3  
 @WineCountryOnt I LOVE having some @Pillitteriwines Vidal w/some @PurdysChocolate Himalayan Pink Salt Caramels! What a treat!  
 #wineandchoc

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 **Diane Desrosiers** @Jettedi · Feb 3  
 #wineandchoc in winecountryont for a lovely evening.  
[instagram.com/p/iSNzNjmVyi/](https://www.instagram.com/p/iSNzNjmVyi/)  
 Expand [Reply](#) [Retweet](#) [Favorite](#) [More](#)

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 **Beth W** @BWhitty23 · Feb 3  
 @WineCountryOnt @Willow\_Cakes crush Pinot Grigio and Rocky Mountain chocolate co! #wineandchoc

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 **Solmaz** @zamlos · Feb 3  
 @WineCountryOnt @NiagaraWine just had a great pairing last night:  
 @HiddenBench TC with almond + cranberry dark chocolate bark  
 #wineandchoc

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### Social Channel Update:

- \* Twitter Followers: 8,583 (+56 Followers)
- \* Facebook Likes: 33,837 (+1 Like)
- \* Instagram Followers: 627 (+14 Followers)
- \* TweetLevel Score: 75.5
- \* Klout Score: 68