



November 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 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:

- Small Talk Vineyards will be profiled for #WineryWednesday
- Continued content on #Harvest2014 and #LCBOTasteLocal assets
- Continued promotion of #WrappedUp in the Valley and #TastetheSeason
- Delicious Ontario VQA wine pairing content

Relevant Hashtags:

#ONwine	#WineCountryON
#Harvest2014	#CDNwine
#GotTheGuide	#VQA
#LCBOTasteLocal	#GoLocal
#TastetheSeason	#WrappedUp

Social Media News & Tips:

This week, BusinessInsider.com released news on some interesting social [demographic data](#) about Facebook, Twitter and other top social media networks. Among some of the interesting finds, the data showed that while Facebook remains the top social network for younger users, Instagram has edged out Facebook and Twitter in terms of prestige. Younger respondents now describe Instagram as "most important," while Facebook and Twitter lost ground on this measure. The report also noted that YouTube reaches more adults aged 18 to 34 than any single cable TV network. The data demonstrates the importance for brands and wineries of engaging on the appropriate social channels to target their audiences. As they say, "go where the people are".

Highlight of the Week:

This week's engagement highlight was around our #WineryWednesday post on Twitter from November 5th featuring Foreign Affair Winery. The tweet included a number of beautiful winery photos and information on the winery's popular varietals. The post generated 8 Retweets, 7 favourites, 14 clicks and 1,141 impressions to date! Overall, we have seen a spike in engagement around our #WineryWednesday posts this year due to a focus on incorporating high-quality photography.



Wine Country Ontario
@WineCountryOnt

.@wineaffair produces wonderful Riesling, Chardonnay, Cab Sauv & more! Learn more at foreignaffairwinery.com #ONwine

Foreign Affair Wine



Consumer Engagement:

This week's consumer engagement highlight was engagement from Twitter Canada's team daytrip to Niagara for wine tasting. The organization's effective use of Vine videos, original Twitter hashtags and beautiful imagery really showcased the beauty and accessibility of visiting Wine Country Ontario in the fall. @WineCountryOnt proactively engaged with attendees and retweeted the beautiful photography being captured throughout the trip.



Social

Channel Update:

- * Twitter Followers: 13,287 (+53 Followers)
- * Facebook Likes: 34,346 (+6 Likes)
- * Instagram Followers: 1,574 (+21 Followers)
- * Klout Score: 68