



April 4, 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:

- * Coyote's Run will be profiled for #WineryWednesday
- * Promotion of the Wine Country Ontario Travel Guide and event listings
- * Content on Get Fresh in the Valley

Social Media News & Tips:

This week, Techcrunch.com published a [piece](#) about the reasoning behind the recent News Feed algorithm changes on Facebook, which led to a major decline in organic content reach for brand pages since late 2013. Facebook reported that an average user might have 1,500 posts eligible to appear in their feed each day, but if an individual has lots of friends, Likes, or Pages, that number could balloon to 15,000. In response to the growing amount of content, Facebook has chosen to filter its feed. It has built a News Feed sorting algorithm, unofficially known as EdgeRank, which analyzes every signal possible to determine the relevance of each post to each person. A study from News Feed optimization service EdgeRank Checker of 50,000 posts by 1,000 Pages, shows organic reach per fan (median) has declined by roughly 50%. Due to these changes, brand pages now must rely on a paid content strategy in order for their content to be seen by a larger number of their fans. It is important for wineries to follow updates on social media news and changes, to ensure their social strategy makes sense in a constantly shifting social landscape.

Highlight of the Week:

This week's highlight included a Tweet from March 31st about the "We Love Wine Country Ontario" restaurant recognition program. The Tweet performed very well with 10 Retweets, 6 favorites and 4 comments to date. The engagement levels demonstrate that fans continue to enjoy learning about ways to support Ontario's wine industry and enjoy Ontario VQA while dining out.



Wine Country Ontario

@WineCountryOnt

Looking to find restaurants that serve Ontario
#VQA? Take a look at the "We Love Wine
Country Ontario" program!
winecountryontario.ca/recognition-se...

↩ Reply 🗑 Delete ★ Favorite ⋮ More

RETWEETS

10

FAVORITES

6



Consumer Engagement:

This week's consumer engagement highlight was the fan response to our ticket giveaway for the Good Food & Drink Festival in Toronto from April 3-6, 2014. The contest, which was hosted on Facebook and Twitter, resulted in nearly 150 entries to date and helped generate a spike in Twitter followers for @WineCountryOnt, which helped us surpass **9,000** followers! The engagement levels show that wine fans in Toronto were quite passionate about winning and were excited at the opportunity to sample Ontario wine at the show.



Wine Country Ontario

@WineCountryOnt

Want to win 2 tickets to
[@GoodFoodDrinkTO](#) this weekend? RT to
enter for a chance to win! Details:
bitly.com/1hVPgbH #GFDTO #Toronto

↩ Reply 🗑 Delete ★ Favorite ⋮ More

RETWEETS

52

FAVORITES

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Social Channel Update:

- * Twitter Followers: 9,080 (+113 Followers)
- * Facebook Likes: 33,847 (+16)
- * Instagram Followers: 826 (+26 Followers)
- * Klout Score: 68