



**October 17, 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:**

- Mike Weir Winery will be profiled for #WineryWednesday
- Continued content on #Harvest2014 and #LCBOTasteLocal assets
- Delicious Ontario VQA wine pairing content

**Relevant Hashtags:**

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

**Social Media News & Tips:**

According to Socialbakers, a social media analytics company, native Facebook videos are on the [verge of catching up](#) with YouTube videos in terms of the number of shares. Facebook's edge on shares and engagement is likely what's spurring creators like brands (including wineries) to shift their distribution emphasis from YouTube to Facebook. Additionally, native Facebook videos have an edge it is much easier to like, comment and interact with them than an imbedded YouTube video.

### Highlight of the Week:

This week's engagement highlight was around our creative Thanksgiving image posted to Facebook, Twitter and Instagram that performed remarkably well. Fans enjoyed the beautiful imagery and clever play on words on the Thanksgiving tradition. On Facebook, the image resulted in 51 likes, 17 comments, 7 shares, 62 image clicks and 1,750 views to date. On Twitter, the image generated 158 clicks, 15 retweets, 10 favourites and 5,433 impressions to date. On Instagram, the image resulted in 53 likes and 2 comments to date. The engagement levels demonstrate that seasonal creative images continue to perform well on our channels due to the obvious connection between festive celebrations and quality Ontario VQA, especially during harvest time.



## Consumer Engagement:

This week's consumer engagement highlight was the engagement around a stunning autumn vineyard photo posted on Instagram and Twitter. The image generated 10 retweets, 32 clicks, 2 favourites and 863 impressions on Twitter alone. On Instagram, the image resulted in 94 likes and 7 positive comments from fans. The fan engagement shows that seasonal imagery and high quality photos resonate well with fans and consumers.



## Social Channel Update:

- \* Twitter Followers: 13,173 (+33 Followers)
- \* Facebook Likes: 34,321 (+22 Likes)
- \* Instagram Followers: 1,504 (+22 Followers)
- \* Klout Score: 68