



**August 16, 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:**

- \* Throughout next week we will be highlighting great Ontario Rosé wines
- \* Joseph's Estate Wines will be profiled for #WineryWednesday
- \* A post asking fans about their favourite Ontario wineries

**Social Media Tip of the Week:**

This week, Facebook Canada released Canadian user statistics which demonstrated the growing popularity and importance of social media. The data revealed that more than 19 million Canadians are now logging onto Facebook at least once every month – that's more than half the population – while 14 million check their newsfeed every single day. Although desktop users still outnumber mobile users by a large margin, overall mobile usage has now exceeded traffic via computers.

**Highlight of the Week:**

This week's highlight was the success of two posts from our week-long theme of celebrating great patios that serve Ontario VQA wine. The first was a post on Crush Wine Bar in downtown Toronto which generated 59 likes and 6 shares to date, including from Rosehall Run Vineyards and Cave Spring Cellars who agreed with the pick. The second post featured Terroir La Cacherie's patio, located at Strewn Winery. The post resulted in 47 likes and 4 comments to date.



## Consumer Engagement:

This week's highlights included a number of positive tweets from a #ShineON tour in Ontario's wine country on August 13, held in association with the LCBO. The tour included stops at Tawse Winery, Coyote's Run Winery and 13th Street Winery. The number of passionate tweets and Instagram photos displayed what Ontario's wine country has to offer.



**Sarah Kelsey**  
@sarahkelsey



Follow

A delicious start to our @WineCountryOnt  
adventure c/o @FARMHOUSEtavern  
#shineON [pic.twitter.com/jKgGZll1Rv](http://pic.twitter.com/jKgGZll1Rv)

Reply Retweet Favorite More



7:05 AM - 13 Aug 13

Reply to @sarahkelsey @FARMHOUSEtavern



**Wine Country Ontario** @WineCountryOnt  
@sarahkelsey @FARMHOUSEtavern Yum! Enjoy.  
Details



**Jennifer Hall**  
@fashionfood



Following

Starting off our #ShineON experience  
@coyotesrun it's a gorgeous day in  
@WineCountryOnt

Reply Retweeted Favorited More

2

RETWEETS

1

FAVORITE



9:06 AM - 13 Aug 13



**Bonnie Stern**  
@BonnieStern



Following

The Crush Pad Cafe @gastrohomestead  
chefs plating our desserts @Tawse\_Winery  
@WineCountryOnt @LCBO #shineON  
[pic.twitter.com/hLoNbpWBUM](http://pic.twitter.com/hLoNbpWBUM)

Reply Retweet Favorite More



2

RETWEETS



8:33 AM - 14 Aug 13

Flag media

### Social Channel Update:

- \* Facebook Likes: 32,245(+13 Likes)
- \* Twitter Followers: 7,450 (+54 Followers)
- \* TweetLevel Score: 72.3
- \* Klout Score: 58