



May 9, 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:

- * Black Prince Winery will be profiled for #WineryWednesday
- * Tasty food and #VQA wine pairings
- * Promotion of #Terroir8, #SipandSizzle & #FoodTruckEats

Relevant Hashtags:

#ONTwine	#WineCountryONT
#DiscoverOntario	#SipandSizzle
#CDNwine	#Terroir8
#VQA	#GoLocal

Social Media News & Tips:

Mashable recently published an [article](#) that reported Instagram was rated the best platform for marketers to interact with consumers, according to a recent study from Forrester Research. Looking at 2,500 posts on seven social networks, Nate Elliott, marketing analyst for Forrester, found that engagement on Instagram was roughly 60 times higher than on Facebook. At one time, Facebook was the favored platform for companies, brands and marketers. Companies devoted marketing budgets to brand pages, with some accruing millions of followers. Changes to the system that regulates the Facebook newsfeed have rendered those efforts somewhat ineffectual with a dramatic fall in organic reach. The study is important for wineries, as it is essential for community managers to keep a tab on social media trends and changes to ensure that the time and money spent on social media is strategic and efficiently used.

Highlight of the Week:

This week's highlight is an Instagram post from May 6th. The post featured a beautiful vineyard image from wine country showing ripe grapes on the vine. The image performed very well with over 55 likes to date! Beautiful spring and summer images of wine country continue to perform well as fans get increasingly excited for travel in Ontario's wine country during the warmer months.



Consumer Engagement:

This week's consumer engagement highlight was our Facebook post from Saturday, May 3rd. The Facebook post featured an original creative image simply celebrating the weekend, often when fans are more commonly enjoying Ontario wine. The image generated 68 likes, 20 shares and over 1,700 views. The volume of engagement demonstrates that despite the decline in organic Facebook reach in recent months, select content pieces can still perform very well if it is original, fun and sharable for fans.



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Kick back, relax and enjoy your Saturday with a glass of Ontario #VQA. Cheers!



Social Channel Update:

- * Twitter Followers: 9,365 (+51 Followers)
- * Facebook Likes: 33,893 (+17 Likes)
- * Instagram Followers: 950 (+20 Followers)
- * Klout Score: 68