



**August 28, 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:**

- \* Peller Estates Winery will be profiled for #WineryWednesday
- \* Seasonal Sensations from Ontario's Sommeliers
- \* Continued #GotTheGuide, #FollowtheTruck and Visa #InfiniteDining content

#### **Relevant Hashtags:**

#ONwine	#WineCountryON
#FollowtheTruck	#InfiniteDining
#CDNwine	#GotTheGuide
#VQA	#LCBOTasteLocal

#### **Social Media News & Tips:**

This week, Facebook announced some changes to its News Feed geared towards weeding out 'spammy' posts by reducing 'click-baiting' – the practice of posting articles with snappy headlines that offer little to no information and encourage users to click through to find out more. Here's an example: *You'll NEVER believe which two stars got into a fight on the red carpet last night!! CLICK to find out!"* This practice spreads the post in higher frequency across multiple news feeds and drowns out authentic content.

To do this, Facebook will be using:

1. 'Time Spent' – monitoring for how long the user engages with the content they have clicked through to before returning to Facebook. The more time the user spends on the page, it follows that the more the content interests/is pertinent to them

2. Ratio of click-through rate vs. engagement – If people are viewing the content and do not find it interesting – (i.e. not liking it, commenting about it or sharing it with friends) – there is an increased risk Facebook would penalize it as click-bait.

#### Implications for Wineries

Although Facebook's stated purpose is to improve user-experience, their move towards detecting and categorizing content as click-bait may have implications for branded content. Facebook could be raising the bar for stepping up the creativity and quality of content. Wineries should be mindful of the content they are creating to ensure it is engaging with interesting links that users will engage with to lower the risk of being categorized by Facebook as click-bait. It is recommended that wineries explore fresh perspectives to their content strategy -- to go beyond pushing out messages and calls-to-action, and to craft content that is interesting enough to draw audiences in for longer periods of time. Whether it's through sharing knowledge and useful information, connecting emotionally or sheer entertainment, all branded content will increasingly need to be interesting enough for people to want to spend time with it – and to like, talk about, and share it. Under this new lens, we recommend content with a longer form narrative, more extensive imagery and videos.

#### **Highlight of the Week:**

This week's engagement highlight was around our second post for the Seasonal Sensations from Ontario's Sommeliers series on Twitter and Facebook. Similar to the success we saw in the previous week, the featured recipe from Michael Pataran and John Szabo paired with Closon Chase Chardonnay resulted in 10 retweets and 5 favourites to date. The continued success of this content series demonstrates that fans are seeking original and shareable content and love #winepairings.



**Wine Country Ontario**

@WineCountryOnt

.@johnszabo shares his fave #VQA & BBQ pairing #recipe by @MichaelPataran. Try it tonight! @ClossonChase #winepairing [pic.twitter.com/UXFR3pIQMX](https://pic.twitter.com/UXFR3pIQMX)

Reply ★ Favorite ... More

John Szabo and Closson Chase

"From time to time, although never often enough, Michael and I get together under the pergola in my backyard to break bread and pull corks around the BBQ, exploring the affinity between food and wine. Michael supplies the food, dreaming up clever recipes that seem like they've taken hours to produce (usually accomplished by some pre-prep, though little time is actually needed), drawing on culinary traditions from around the globe. I supply the wine, or rather wines, as it usually takes a few tries to find the ideal match. We'd like to share the results of our very serious investigations - it's given us enormous pleasure over the years, and we hope the same for you. Good appetite!"

- John Szabo, Master Sommelier, @johnszabo  
Michael Pataran, Chef, @MichaelPataran

**INGREDIENTS:**  
A 10-lb. whole chicken  
12 cloves minced garlic  
1/2 Vidalia onion, fine dice  
1/2 tsp. fennel seed  
1 tbsp. chopped parsley  
1 tbsp. chopped thyme  
Zest of 1 lemon  
Pinch of salt

**INSTRUCTIONS:**  
1. Take a butterflied (spatchcocked) Cornish hen and marinate in olive oil, garlic, onion, fennel seed, chopped parsley and thyme, lemon zest and pinch of salt in a zip lock bag. Let sit overnight in the fridge.  
2. Remove from fridge ahead of time to bring to room temperature. Grill breast side down over medium-hot coals (not too hot, be careful not to burn the skin), about 8-10 minutes, until skin is nicely rendered and crispy. Flip and continue cooking until done, approximately 8-10m.

Pair with a medium-full bodied, lively, savoury, lightly oaked, mineral chardonnay is ideal.

John Szabo suggests  
Closson Chase 2012 Closson Chase  
Wayward Chardonnay

## Consumer Engagement:

This week's consumer engagement highlight was an Instagram post from August 27<sup>th</sup>, featuring a beautiful image of a selection of wine and food pairings from Reif Estate Winery. The post generated 78 likes and 7 positive comments to date. This performance further demonstrates that beautiful imagery and call-to-actions perform well on our social channels. Instagram continues to be an important channel for Wine Country Ontario as it allows us to visually display what wine country has to offer.



**winecountryont**

2 days ago

What's your favourite Ontario VQA wine and food pairing?



winecountryont, dbradie2, crewinery and 75 others like this.



**winecountryont**

#WineCountryOnt #wine #Ontario #Canada #VQA #Local #glocal #ONWine #CDNWine #pairing #DiscoverON #ReifEstateWinery



**waterlilyto**

Pinot and pizza!!



**thomasavu**

I like @waterlilyto suggestion....I can't pick a fav....everything's so good!! Agg. overload, better have a glass of wine....



**mintejulip**

A buttery chard paired with steamed crab...yum!



**srgraup**

Riesling & Oysters



**winecountryont**

@thomasavu @mintejulip @srgraup @waterlilyto all sounds so delicious!

### Social Channel Update:

- \* Twitter Followers: 12,380 (+338 Followers)
- \* Facebook Likes: 34,177 (+18 Likes)
- \* Instagram Followers: 1,317 (+16 Followers)
- \* Klout Score: 67