



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 and relevant news or events. Enjoy!

Highlight Of The Week:

This week's highlight was a Facebook post on Wednesday, April 24th. The post was a Winery Wednesday post that featured Viewpointe Estate Winery and it generated 41 likes, 1 comment and 2 shares to date. The engagement levels show that Winery Wednesday content continues to be quite popular with fans as it provides interesting educational content about new wineries they may not be familiar with or highlights their favourite ones.



Consumer Engagement:

This week, @WineCountryOnt received two very positive shoutouts from existing Twitter followers about great experiences in wine country – one of which was from @Sasherslife (7,497 followers) about Wine Country Ontario's involvement with BlissDom in 2012. These “fan appreciation” interactions with our existing fans and influencers help to build @WineCountryOnt's presence and credibility in the Twitter community.

**Bill Tooke**
@BillTooke

 **Following**

[@WineCountryOnt](#) [@niagwinetrail](#) love you guys

 Reply  Retweet  Favorited  More

1
FAVORITE



6:25 AM - 25 Apr 13  from Cheektowaga, NY

Reply to [@BillTooke](#) [@niagwinetrail](#)

**Wine Country Ontario** [@WineCountryOnt](#) 7s
[@BillTooke](#) [@niagwinetrail](#) Thank you Bill! We hope you will be visiting soon!
[Details](#)

**Shannon**
@shasherslife

 **Following**

[@WineCountryOnt](#) someone from the US called up today to rave about their time at [@BlissDomCanada](#) 2012 - in particular the wine excursion! :)

 Reply  Retweet  Favorite  More

9:38 PM - 24 Apr 13

Reply to [@shasherslife](#) [@BlissDomCanada](#)

**Wine Country Ontario** [@WineCountryOnt](#) 2m
[@shasherslife](#) [@BlissDomCanada](#) Awesome to hear Shannon! It was a memorable trip for us as well!

Social Channel Update:

Facebook Likes: 27,788 (+88 Likes)

Twitter Followers: 6,508 (+40 Followers)

Coming Up Next Week:

Next week we have some great content lined up including:

- * Riverview Cellars will be profiled for Winery Wednesday
- * Facebook poll on ideal place to drink Ontario wine
- * Mother's Day contest goes live April 29th
- * Wine fact about wind machines and their impact on vineyards