



April 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:

- * Karlo Estates will be profiled for #WineryWednesday
- * Tasty food and VQA wine pairings
- * Continued content on #GetFresh in the Valley

Relevant Hashtags:

#ONTwine	#WineCountryONT
#GetFresh	#DiscoverOntario
#Easter	#CDNwine

Social Media News & Tips:

Recently, Twitter [announced](#) some new features including the ability to tag multiple people and upload up to four photos in a single tweet. Users can now tag photos with up to 10 people, without adding to the 140 character limit. Those tagged in photos will appear below the Tweet in small grey lettering. Currently this tagging feature is *only* active on mobile iOS devices, though it will be launched for Twitter on Android phones and desktop in the coming months. These changes will help you to tell your winery's story visually and bring to life compelling updates about events, new vintages, contests or your winemakers.



Laurie Weir
@LaurieWeir

Love spring in @WineCountryOnt
@CaveSpring #spring #Ontwine



Who's in this photo?



Laurie Weir
@LaurieWeir

Love spring in @Winecountryont
@CaveSpring #Ontwine



David Dwyer and Magdalena KaiserSmit

Highlight of the Week:

This week's highlight includes Tweets from April 15th and 16th regarding our announcement about wineries being open for business on Easter Weekend. The Tweets performed very well with over 20 ReTweets to date and buzz from fans and wineries alike. The engagement levels demonstrate that wine fans are excited by the opportunity to explore wine country on Easter weekend and jumpstart their spring travel plans!

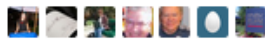


Wine Country Ontario
@WineCountryOnt

Ontario wineries will be open
entire #Easter holiday week
wineries visit [winecountryont](#)
#Ontario

Reply Delete Favorite More

RETWEETS
7



Wine Country Ontario
@WineCountryOnt

It's Official: Ontario Wineries Open for
Business #Easter Weekend!
[winecountryontario.ca/sites/default/...](#)
#travel #DiscoverOntario

Reply Delete Favorite More

RETWEETS
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FAVORITES
5



Consumer Engagement:

This week's consumer engagement highlight is our #WineryWednesday content about @SouthBrookWine on April 16, 2014. The Tweet focused on complimentary yoga sessions held at the winery in the spring, which also feature delicious wine tastings. The Tweet performed very well with 14 Retweets and 3 Favourites to date, including engagement from Toronto yoga influencers. The engagement levels show that wine fans continue to respond well to unique experiences found in wine country and beautiful winery imagery.



Wine Country Ontario @WineCountryOnt · Apr 16
Some vino with your vinyāsa? @SouthbrookWine's May 17th #yoga class includes wine tastings! southbrook.com pic.twitter.com/wcQOxuKlil



Social Channel Update:

- * Twitter Followers: 9,214 (+65 Followers)
- * Facebook Likes: 33,856 (+3 Fans)
- * Instagram Followers: 878 (+26 Followers)
- * Klout Score: 68