



February 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 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:

- * The Niagara College Teaching Winery will be profiled for #WineryWednesday
- * Post on Bed & Breakfast options in NOTL
- * Delicious wine and food pairings

Social Media News & Tips:

This week, Facebook [announced](#) that it was going to make it easier for brands to cross-promote each other by allowing Facebook Pages to tag other Pages in their posts and broadcast those posts to a wider audience. If an organization with a Facebook Page tags another Page, the post may appear in the newsfeed of a fan who likes the page that's being tagged. For example, if Wine Country Ontario tags a winery in a post, fans who like that winery's brand page but is not a fan of Wine Country Ontario on Facebook, might see the post in their news feed, or vice versa. This change will help brands connect with new audiences and potential new fans. Of note: as always, continue to monitor your Facebook pages closely should any posts be tagged with your winery that includes content you would rather not share on your Timeline (highly unlikely, but something to be mindful of).

Highlight of the Week:

This week's highlight included a Facebook post from February 27th, featuring a new photo selection for Wine Country Ontario's Facebook cover photo. The stunning #untweetable image from Norman Hardie, resulted in 42 likes and 5 enthusiastic comments. The engagement demonstrates that high-quality photography from wine country continues to perform well with our fans.



Consumer Engagement:

This week's consumer engagement highlight was an Instagram post from February 26th featuring a beautiful winter image from Pillitteri Estates Winery. The image generated 72 likes and 4 comments to date, becoming one of our most successful image posts so far on Instagram. The success demonstrates that landscape imagery continues to perform well in particular with fans.



Social Channel Update:

- * Twitter Followers: 8,712 (+86 Followers)
- * Facebook Likes: 33,843 (+4 Likes)
- * Instagram Followers: 712 (+31 Followers)
- * TweetLevel Score: 75.5 (*Service currently unavailable*)
- * Klout Score: 68