



April 11, 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:

- * Southbrook Vineyards will be profiled for #WineryWednesday
- * Content on Easter weekend planning and winery visits
- * Continued content on #GetFresh in the Valley

Social Media News & Tips:

This week, Twitter announced the official roll-out of the new profile page redesign. Though this news was originally leaked a few months back, Twitter posted a new blog post that noted the design would begin on select pages this week and will continue throughout April and May. The new design resembles Facebook with the placement of the bio, profile picture and the larger banner image. One of the most notable changes is the ability to pin a certain Tweet to the top of the page, similar to Facebook. For wineries, this functionality could be especially useful for important vintage releases, events or announcements.

Highlight of the Week:

This week's highlight includes a Facebook post from April 10th about the OWS #5STARS tasting contest we launched this week on Twitter and Facebook. The post performed very well with 13 likes and 7 comments to date. The engagement levels demonstrate that Toronto wine fans continue to respond well to contests, events and opportunities where they can enjoy and engage with Ontario wineries without leaving the city.

Learn more about the wines Ontario does best! The Ontario Wine Society #5STARS tasting event is being held next Wednesday, April 16th in Toronto. To win 2 tickets, comment below on which wine is your favourite - Ontario Sparkling, Riesling, Chardonnay, Pinot Noir or Cabernet Franc. <http://on.fb.me/1ql9YIm>



Consumer Engagement:

This week's consumer engagement highlight is the fan response to our live content from the Good Food & Drink Festival in Toronto from April 3-6, 2014. The seven images posted on Instagram during the course of the weekend generated over 200 likes. This high level of engagement demonstrates that our fans enjoy seeing live content and event photography, which makes them feel part of the experience.



Social Channel Update:

- * Twitter Followers: 9,149 (+69 Followers)
- * Facebook Likes: 33,853 (+6 Fans)
- * Instagram Followers: 852 (+26 Followers)
- * Klout Score: 68