



**October 11, 2013**

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:**

- \* Thanksgiving content and #GiveThanks winner will be announced
- \* #WineFact about the use of pomace
- \* Lacey Estates Winery will be profiled for #WineryWednesday
- \* Promotion of Niagara's #PinotAffair

**Social Media Tip of the Week:**

With users short attention span in the digital age, they are less likely to read a social post that is several paragraphs long compared to just a sentence. This philosophy should be carried out through all of your social channels. The shorter the better! A short post accompanied with a great image of your winery will increase overall fan engagement.

**Highlight of the Week:**

This week's highlight was an image posted on [Instagram](#) on Wednesday, October 10th featuring a beautiful fall image provided by Norman Hardie Winery. The image attracted 19 likes to date from wine fans and influencers.



### Consumer Engagement:

This week's consumer engagement highlight was the launch of our #GiveThanks contest on Instagram and Twitter. We asked fans to tell us what they are thankful for this Thanksgiving to win two bottles of great Ontario VQA wine. The contest has generated numerous passionate and emotional responses from wine fans. The engagement demonstrates how effective social media can be at directly connecting with fans to build authentic relationships.



**Ella Caceres** @EllsOfreneo1

23h

@WineCountryOnt I thankful for my family and great friends and having a good health and waking up everyday with positive energy. #givethanks

[View conversation](#)



**EssexWineReview** @EssexWineReview

9 Oct

@WineCountryOnt #GiveThanks to the 1615 VQA wines & 2.44 million cases of wine produced in the last year up 2% from the previous year!

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**sp** @belgianskona

9 Oct

@WineCountryOnt #GiveThanks Thankful for the weather and the chance to sample VQA Ontario wine

Followed by YMCBuzz and 1 other

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**Heather R.** @sweetkeet

9 Oct

@WineCountryOnt I #GiveThanks 2 Ontario & Niagara farmers for supporting my McIntosh Apple & Peach addictions. The fruit is AMAZING this yr!

Followed by Royal Ontario Museum and 18 others

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**My V** @my\_villa

8 Oct

I'm thankful that my aunt won against Colon Cancer AND Breast Cancer @WineCountryOnt #GiveThanks You can't hold her down! She's a fighter!

Followed by Dainty Girl and 7 others

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**Annette** @dreamflyer100

8 Oct

@winecountryont I'm thankful my roof is finally fixed (by Ronald), & for the time I spent with my parents before they passed #GiveThanks

Followed by Maple Leaf Connects and 5 others

[View conversation](#)



**FOKXXY** @fokcoxy

8 Oct

@WineCountryOnt I am thankful for my family and my dogs. and I am thankful for their health and the love we all share #GiveThanks

[View conversation](#)



**Lynn Lilje** @stitchingqueen

8 Oct

@WineCountryOnt #GiveThanks for great friends and family, good food and a healthy abundance of great Ontario wine to toast and enjoy

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**Social Channel Update:**

- \* Facebook Likes: 31, 298 (+5 Likes)
- \* Twitter Followers: 7,851 (+65 Followers)
- \* Instagram Followers: 116 (+26)
- \* TweetLevel Score: 74.4 (+1.0)
- \* Klout Score: 64 (-1)