



July 18, 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:

- * Flat Rock Cellars will be profiled for #WineryWednesday
- * Content on #FollowtheTruck and Visa #InfiniteDining
- * Continued 2014 Wine Country Ontario Travel Guide (#GotTheGuide) content

Relevant Hashtags:

| | |
|-----------------|-----------------|
| #ONwine | #WineCountryON |
| #FollowtheTruck | #InfiniteDining |
| #CDNwine | #GotTheGuide |
| #VQA | #GoLocal |
| #i4c14 | #DiscoverON |

Social Media News & Tips:

This week, Pinterest launched a major [update](#) to its category pages, enabling users to follow topics like "Outdoors" and "Art" on iPhone, iPad, Android, and the Web. Pinterest first split itself into categories back in 2012. With today's update, Pinterest users can now follow categories as they would other users and individual boards. This change makes it far easier for users to discover new content about things they are interested in, such as wine or local food. By having an active account on Pinterest and uploading quality imagery, wineries now have a greater chance of reaching interested audiences who use the channel's new search capabilities for wine and wine related content.

Highlight of the Week:

This week, @WineCountryONT officially surpassed **10,000** followers on Twitter thanks to engaging content on i4c, the 2014 Travel Guide and the Taste Ontario VQA Wine Truck! Reaching this milestone is a testament to the engaging content we've been producing on the @WineCountryONT Twitter feed and with our re-focus on this channel coupled with paid support, we're certain to see some great growth in terms of Twitter followers over the summer.

This week's highlight was the continued engagement surrounding #i4c14 content that Wine Country Ontario has shared to promote i4c and spread awareness about the event schedule! One Tweet in particular from July 14th resulted in 10 Retweets and 8 Favourites to date.



Consumer Engagement:

This week's consumer engagement highlight was a #WineryWednesday post on Facebook about Viewpointe Estate Winery. The post featured a stunning image of the winery's patio and scenic view. The post generated 29 likes, 1 share and 3 comments, with 2,063 views to date. The success of this post demonstrates that beautiful and seasonally-relevant images of Ontario wineries, such as this shot during prime patio season, perform well with our fans as it inspires them to be there and enjoy the experience.



Wine Country Ontario

Posted by David Dwyer [?] · July 16 · Edited ·

It's #WineryWednesday! Sitting on the shores of Lake Erie North Shore, Viewpointe Estate Winery boasts one of the great panoramic winery views in Ontario. On Thursday and Fridays their stunning patio is open from 12-8. Don't miss their locally sourced menu using fresh ingredients from produce stands around county! www.viewpointewinery.com #LENS



Like · Comment · Share

1 Share

Social Channel Update:

- * Twitter Followers: 10,176 (+316 Followers)
- * Facebook Likes: 34,090 (+11 Likes)
- * Instagram Followers: 1,190 (+34 Followers)
- * Klout Score: 67