



May 2, 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:

- * Lailey Vineyard will be profiled for #WineryWednesday
- * Tasty food and #VQA wine pairings
- * Promotion of #Terroir2014 and #SipandSizzle

Relevant Hashtags:

#ONTwine	#WineCountryONT
#DiscoverOntario	#SipandSizzle
#CDNwine	#MothersDay
#VQA	#GoLocal

Social Media News & Tips:

Repost and Regram are popular Instagram apps used by users and brands to repost images from other user accounts to their Instagram profiles. In order to give full credit to the original user, these apps insert the original user's handle or photo on the image. Regramming is an effective way to highlight and engage with fans, while providing content for your winery's Instagram account that will resonate with your followers and award user-generated imagery.



Highlight of the Week:

This week's highlight is an Instagram post from April 28th. The post featured a beautiful spring image from wine country showing a couple enjoying Ontario wine amongst the vines. The image performed very well with over 65 likes to date! The engagement levels demonstrate that wine fans are getting excited for warmer weather and a spring escape to Ontario's wine country. Instagram is especially effective at reminding fans of the beauty that is found in wine country through stunning imagery.



Consumer Engagement:

This week's consumer engagement highlight was our #SipandSizzle tweet from April 27th. The tweet generated 9 ReTweets and four Favourites to date. A new event to the NOTL spring calendar, the fan engagement with #SipandSizzle content so far shows that the pairing between delicious grilled dishes and Ontario VQA is resonating well with wine fans.



Wine Country Ontario @WineCountryOnt - Apr 27

BBQ & VQA wine anyone? Ontario wine & BBQ pairings during #SipandSizzle weekends in May! #NOTL
wineriesofniagaraonthelake.com/sip-and-sizzle



[View more photos](#)

Social Channel Update:

- * Twitter Followers: 9,314 (+41 Followers)
- * Facebook Likes: 33,876 (+20 Likes)
- * Instagram Followers: 930(+28 Followers)
- * Klout Score: 68