



September 26, 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:

- Malivoire will be profiled for #WineryWednesday
- Promotion of #LCBOTasteLocal and Taste Ontario! on Oct 2nd in Toronto
- Continued #FollowtheTruck and #Harvest2014 content

Relevant Hashtags:

#ONwine	#WineCountryON
#Harvest2014	#CDNwine
#GotTheGuide	#VQA
#LCBOTasteLocal	#winefest

Social Media News & Tips:

Recently, Facebook pushed out an update that allows page managers to choose between their personal profile page or the brand page when commenting or liking a post. This feature makes it easier for Ontario wineries to engage with posts within their newsfeed without switching between profiles, thus making brand engagements quicker and easier. While posting content on your own page is vital, it is also important to proactively interact with fans and supporters on other posts and pages to help expand your social footprint and reach new audiences.



Highlight of the Week:

This week's engagement highlight was around our Facebook #WineryWednesday post from September 24th featuring Megalomaniac Winery. The post generated 307 clicks, 54 likes and 2,260 impressions to date. High-quality imagery provided by wineries continues to generate great engagement from our fans, especially for our #WineryWednesday content.



Wine Country Ontario added 3 new photos.

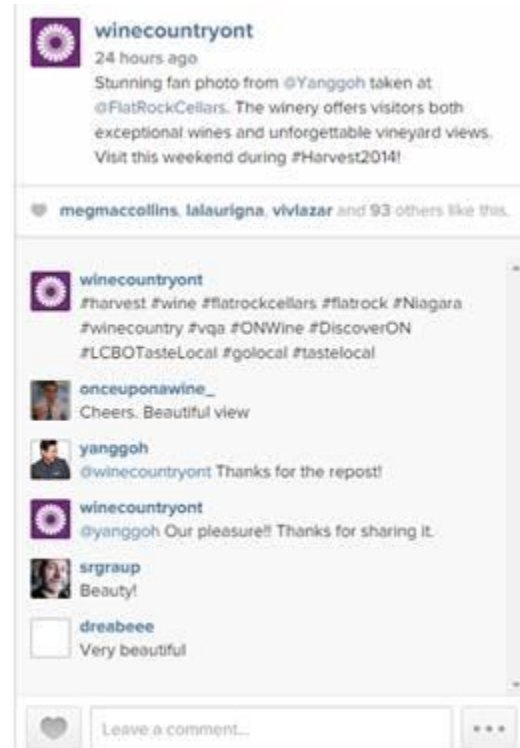
Yesterday at 3:15pm · 🌸

It's #WineryWednesday! The cellars and vineyards of **Megalomaniac Winery** sit on a 96-acre site in Vineland with gorgeous views of the Toronto and Niagara Falls skylines. Popular varietals include Merlot, Cabernet Sauvignon, Riesling and Cabernet Franc. The winery has recently completed a substantial expansion to their retail space that is a must see this fall! <http://megalomaniacwine.com>



Consumer Engagement:

This week's consumer engagement highlight was an Instagram post from September 24th, featuring a beautiful fan photo from Flat Rock Cellars. The post generated 100 likes and 4 positive comments to date, becoming our most-liked Instagram image ever! Creative and unique photography tends to perform very well on our channel as it appeals to the younger demographic of Instagram.



Social Channel Update:

- * Twitter Followers: 12,906 (+57 Followers)
- * Facebook Likes: 34,266 (+30 Likes)
- * Instagram Followers: 1,413 (+29 Followers)
- * Klout Score: 67