

OPPORTUNITY TO PROMOTE YOUR WINERY ON THE Wine Country Ontario SOCIAL MEDIA CHANNELS

July 22, 2013

Dear wineries,

The Wine Country Ontario social media channels are continuing to grow and are a powerful tool for engaging with consumers and driving traffic to your wineries. In the coming months, we will be amplifying our efforts on two key channels and we need your help!



[Wine Country Ontario Facebook Timeline](#)

As you know, some of the core components of our Wine Country Ontario brand personality includes our pioneering history along with our infectious passion and pride. With this, there are so many incredible stories to share, important milestones to acknowledge and successes to celebrate.

In order to tell the rich story of Wine Country Ontario on our Facebook page, we will be working to populate our Facebook Timeline.

Facebook Timeline allows us to go back in time and lets us to share key events and initiatives within our Ontario wine history and help tell our story to consumers. Of course, an integral part in telling the Wine Country Ontario story involves telling YOUR stories.

For this reason, we're looking to feature key milestones of your winery on the Wine Country Ontario Facebook Timeline. To help us, please share with us the following information and any supporting images you may have to help bring the story to life.



[Wine Country Ontario Instagram Launch](#)

Wine Country Ontario is very excited to announce that we will be launching an Instagram channel in September 2013. As you may know, Instagram is a photo and video sharing application most commonly used on smartphone devices with over 90 Million users worldwide. Wine Country Ontario will use this new channel to promote its PR and social media and marketing initiatives as well as to promote tourism to wine country regions and member wineries through beautiful imagery of the scenery, wines and experiences. Once again, we need your help!

To help us, we're asking wineries to send us some of your best photos! These don't have to be professional shots, but instead they can be amateur/candid shots taken with your smartphone or digital camera.

We're looking for the following types of photos to share on Instagram:

- landscape shots
- winery imagery (both indoor and outdoor)
- vintage bottles
- vineyards
- food shots
- event photos
- winemaking
- winemakers and wine country personalities

Along with your photos, please send short descriptions (under 140 characters in length) that we can include when posting the photo to Instagram.

Please complete the following form and submit it back to us via the details provided below.

Name of Winery:	
Contact Name:	
Email Address:	
Twitter Username:	
Facebook Page Link:	

Facebook Timeline Questionnaire

- 1) When was your winery founded and by whom?
- 2) When was your first vintage and which wine(s) did you produce?
- 3) If you had to name **one award of major significance** that your winery has won, what would that be? Please include the award details, state the year and full wine details.

4) Have there been any other notable "firsts" for your winery or historical events that you would like to share?

Instagram

Please share a minimum of 5 to 10 photos for Instagram and provide 140 character captions for each image below.

Photo 1 Caption:

Photo 2 Caption:

Photo 3 Caption:

Photo 4 Caption:

Photo 5 Caption:

Photo 6 Caption:

Photo 7 Caption:

Photo 8 Caption:

Photo 9 Caption:

Photo 10 Caption:

Please email your responses above and photos to wco@veritasinc.com by August 12th 2013. Upon receipt of information submitted, we will review and strategically select and organize relevant material for the Facebook Timeline. If files are too large to email, please use www.wetransfer.com to easily upload photos and send us the link. WeTransfer is a free service.

Thank you for being a valued partner and helping to provide interesting content that helps tell the Wine Country Ontario story to consumers.

If you have any questions, please contact:

Magdalena@winesofontario.org OR Linda.watts@winesofontario.org