



**June 6, 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:**

- \* Angels Gate Winery will be profiled for #WineryWednesday
- \* Tasty food and #VQA wine pairings
- \* Content on #FollowtheTruck, #NewVintage Festival, Visa #InfiniteDining and #OntarioWineWeek
- \* Continued content on the 2014 Travel Guide #GotTheGuide

#### **Relevant Hashtags:**

#ONwine	#WineCountryONT
#FollowtheTruck	#InfiniteDining
#CDNwine	#GotTheGuide
#VQA	#GoLocal
#NewVintage	#i4c14
#OntarioWineWeek	#DiscoverON

#### **Social Media News & Tips:**

This week, Instagram announced the official roll-out of 10 new editing tools for both iOS and Android. In addition to the new adjustments such as contrast, brightness and saturation, Instagram's filters have also been tweaked so users can now adjust the filter's intensity with a slide bar. With these improved photo-editing tools, Ontario wineries will be able to create more professional looking photos to help promote new launches, encourage winery visits and better tell their story.

### Highlight of the Week:

This week's highlight was a #GotTheGuide Tweet from June 3<sup>rd</sup> promoting the Wine Country Ontario 2014 Travel Guide. The Tweet resulted in 33 Retweets and 17 Favourites to date, becoming one of our most engaged Tweets in 2014. The success demonstrates the continued popularity of our Travel Guide content and the strong interest for the map of wine country that is featured in the guide.



**Wine Country Ontario**  
@WineCountryOnt

Start planning your wine country adventure with our 2014 #Travel Guide and map! [bit.ly/1m16Lfl](http://bit.ly/1m16Lfl) #GotTheGuide [pic.twitter.com/6JOgocfa0o](http://pic.twitter.com/6JOgocfa0o)

↩ Reply 🗑 Delete ★ Favorite ⋮ More




RETWEETS  
**33**

FAVORITES  
**17**




### Consumer Engagement:

This week's consumer engagement highlight was the positive fan reactions to the Wine Country Ontario Dare to Compare tasting truck! Overall, wine fans from all over the province have reacted extremely positively to the wine truck concept and the upcoming schedule of stops this summer. With only a few stops completed to date, #FollowTheTruck (in relation to Wine Country Ontario) has generated nearly 150,000 social media impressions on Twitter so far.




**Wine Country Ontario** @WineCountryOnt · Jun 5  
 Drop by our tasting truck at Queen & Jarvis until 7PM for delicious Ontario VQA wine! #Toronto #FollowTheTruck [pic.twitter.com/vuOTesLJg3X](http://pic.twitter.com/vuOTesLJg3X)  
[View photo](#)




**Jen Pinarski** @JenPinarski · Jun 5  
 @WineCountryOnt It's like the ice cream truck, but for grownups! Do you play music too?  
[Hide conversation](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

2:43 PM - 5 Jun 2014 · Details




**Wine Country Ontario** @WineCountryOnt · Jun 4  
 Hi #Hamilton! Visit our truck @ Gore Park Summer Promenade today until 5PM for Ontario VQA wine! #FollowTheTruck [pic.twitter.com/R3PJut2f2](http://pic.twitter.com/R3PJut2f2)  
 ⤴ DowntownHamiltonBIA  
[View photo](#)




**Conners** @Skidget17 · Jun 4  
 STOP THE PRESS! @WineCountryOnt @DwntwnHamBIA There's a WINE food truck? Now this is getting interesting... :) Greta idea, BTW  
[Hide conversation](#)


[Reply](#) [Retweeted](#) [Favorite](#) [More](#)

RETWEETS	FAVORITES
4	4






**Wine Country Ontario** @WineCountryOnt · Jun 5  
 Hey #Toronto! Our tasting truck will be at Queen & Jarvis today from 3-7PM. Come by & try some amazing Ontario wines! #FollowTheTruck  
 Expand



**Ayngelina** @Ayngelina · Jun 5  
 @WineCountryOnt @OntarioCulinary A truck? When did this happen? And when are you coming to Riverside/Leslieville?  
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11:43 AM - 5 Jun 2014 · Details




**Maegan Baird** @tharicotvert  
 Hey #HamOnt! Be sure to check out @WineCountryOnt's mobile wine truck at Gore Park today!  
[winecountryontario.ca/tasteontariowi...](http://winecountryontario.ca/tasteontariowi...)

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FAVORITE
1



## Social Channel Update:

- \* Twitter Followers: 9,607 (+73 Followers)
- \* Facebook Likes: 33,932 (+9 Likes)
- \* Instagram Followers: 1,065 (+26 Followers)
- \* Klout Score: 68