



**May 16, 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:**

- \* Ravine Vineyard will be profiled for #WineryWednesday
- \* Tasty food and #VQA wine pairings
- \* Content on Chardonnay Day #ChardDay
- \* Content on the 2014 Wine Country Ontario Travel Guide #GotTheGuide

#### **Relevant Hashtags:**

#ONwine	#WineCountryONT
#DiscoverON	#SipandSizzle
#CDNwine	#GotTheGuide
#VQA	#GoLocal

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

Consistency is key. To help strengthen your brand voice and image in the social space, it is recommended that wineries keep their social media platforms as consistent and thematically aligned as possible. While each channel is unique and may feature a different group of followers, utilizing similar brand imagery and content helps create a unified presence across all social media platforms. It's also recommended that you keep your brand name consistent across all platforms as you don't want your fans to be confused as how to mention or contact you. It's especially important for Instagram and Twitter because the accounts integrate so closely. If a user pushes their Instagram post to Twitter, having the same handle on both channels will ensure your winery is correctly mentioned in both.

## Highlight of the Week:

This week's highlight is a Facebook post and Tweet from Mother's Day. The original creative image featuring tulips performed very well with over 22 Likes, 5 shares and 600 views to date! The corresponding Tweet generated 8 ReTweets and 4 Favourites, while the Instagram image generated 25 Likes to date. The engagement demonstrates that beautiful spring imagery and timely lifestyle content continues to appeal to our fans.



## Consumer Engagement:

This week's consumer engagement highlight is an Instagram post from May 12<sup>th</sup>. The post featured a beautiful vineyard image from Featherstone Estate Winery. The image performed very well with over 55 likes to date! Landscape and vineyard imagery continues to be the best performing content categories on Wine Country Ontario's channel since launching in the fall.



## Social Channel Update:

- \* Twitter Followers: 9,412 (+47 Followers)
- \* Facebook Likes: 33,903 (+10 Likes)
- \* Instagram Followers: 982 (+32 Followers)
- \* Klout Score: 68