



July 12, 2013

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:

- * In celebration of #i4c2013 we will be highlighting Ontario Chardonnay all week long
- * Launch of the i4c Ultimate Ontario Chardonnay Super Fan contest
- * Hidden Bench Vineyards will be featured for Winery Wednesday
- * Tasty food and wine pairing content
- * Final post for Wine Country Ontario's #Untweetable contest

Social Media Tip of the Week:

- * Twitter hashtags: When used sparingly and respectfully, hashtags can provide useful context and a great way to track specific Twitter conversations. Used excessively can cause annoyance, confusion or frustration, and may lead people to stop following you. It's best to use hashtags explicitly when they're going to add value, rather than on every word in an update. A good rule of thumb to follow is to focus on your update first, and only if it quantitatively adds value, to add one to three hashtags.

Highlight of the Week:

This week's highlights included a post on July 2nd that featured a beautiful image from the new Wine Country Ontario campaign and information on the #Untweetable contest currently running on Twitter. The post was very successful with 184 likes, 16 shares and 5 comments to date! The success of the post demonstrates that beautiful images of wine country and exciting contests do well with our fans. Another post that performed well this week was our Winery Wednesday post on Vineland Estates Winery. The post generated 41 likes, 1 share and 2 comments to date.



Wine Country Ontario shared a link.
Yesterday near Toronto

It's Winery Wednesday! For decades Vineland Estates Winery has offered unparalleled wine and food experiences with breathtaking views and welcoming warmth. The winery is especially noted for their internationally acclaimed Rieslings and Cabernet Francs. Be sure to visit their seasonally inspired and celebrated restaurant. Take a look at the stellar reviews on TripAdvisor.ca!



Vineland Estates Winery
www.tripadvisor.ca

if you go here to taste wine try the elevation riesling - you will not be disappointed. The winery itself is gorgeous. The staff is wonderful and

Like · Comment · Share



1

41 people like this.

Top Comments ·



Write a comment...



Kristin Link-Cowan My most favourite winery!!! We had dinner there the weekend we got engaged in 2005, and then served their Semi-Dry Riesling at our wedding. It was a bit hit. We return to Vineland every chance we get!!!
Unlike · Reply · 2 · Yesterday at 5:40pm



Wine Country Ontario
July 2

Wine Country Ontario is rich with experiences and moments that are simply indescribable. In fact, they are untweetable...but we want you to try! For those of you on Twitter, enter our #Untweetable Twitter contest where you could win a weekend getaway for two to wine country valued at \$700! Take a look at our contest details <http://on.fb.me/144WPZx> and head over to Twitter to enter!



Like · Comment · Share



16

184 people like this.

Top Comments ·

Consumer Engagement:

This week, we continued the #Untweetable Twitter contest launched to coincide with the summer travel season and the new Wine Country Ontario campaign. Once again, the contest resulted in a number of creative entries about experiences in Ontario's wine country. #Untweetable has now attracted over 50 entries from Ontario wine fans across the country! The Wine Country Ontario campaign advertisements have also continued to generate a lot of social chatter on Twitter this week.



Social Channel Update:

- * Facebook Likes: 30,091 (+1,257 Likes)
- * Twitter Followers: 7,245 (+63 Followers)
- * TweetLevel Score: 73.4
- * Klout Score: 60