



August 9, 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:

- * Throughout next week we will be highlighting some great patios within wine country or elsewhere that serve Ontario #VQA wine
- * Promotion of the Wine Country Ontario's 2013 Travel Guide
- * A post on the Prince Edward County Jazz Festival
- * Content on the Visa Infinite card and Dining Series

Social Media Tip of the Week:

A direct message (DM) on Twitter is a private message sent to one of your followers. You can only send a direct message to a user who is following you and you can only receive direct messages from users you follow. To read your messages, click on direct messages from the gear icon drop down menu in your navigation bar.

Highlight of the Week:

This week's highlights include a wine tip and image posted on Saturday, August 3rd. The post featured a tip on how to turn your favourite Ontario VQA white wine into a refreshing summer cocktail with the simple addition of chilled soda water. The post generated 70 likes, 2 comments and 5 shares. The success demonstrates that wine fans enjoyed a unique way to sip on their favorite Ontario wines.

Another highlight of the week was an image posted on Sunday, August 4th that celebrated International Friendship Day. The post recommended that wine fans catch up with a friend over a quality glass of Ontario VQA wine. The original image proved to be quite successful with 45 likes and 4 shares to date.



Wine Country Ontario

August 3

Looking for a tasty summer #cocktail? Pair your favourite Ontario #VQA white wine with bubbly soda water. Nothing like a refreshing wine spritzer on a hot day!



Like · Comment · Share

5

70 people like this.

Top Comments ~



Wine Country Ontario

August 4

As they say, laughter really is the best medicine. To celebrate International #FriendshipDay, catch up with a friend tonight over a glass of Ontario VQA. Cheers!



Like · Comment · Share

4

45 people like this.

Consumer Engagement:

This week's highlights included a beautiful image shared by Christina Waters (@Chrissy_Dub) from a visit to NOTL for her anniversary. The stunning panoramic shot displayed the beauty of Niagara and was retweeted by Wine Country Ontario. Another highlight this week was our long weekend tweet on Monday, August 5. The post resulted in 1 retweet, 2 favourites and 3 responses to date.



Christina Waters
 @Chrissy_Dub




Enjoyed my anniversary weekend in niagara-on-the-lake. Definite must visit #Canada #Ontario @WineCountryOnt
pic.twitter.com/BnWbW5RlnO

 Reply
  Retweeted
  Favorite
  More




1
 RETWEET



8:42 PM - 6 Aug 13 from Toronto, Ontario








Wine Country Ontario @WineCountryOnt
 @Chrissy_Dub Beautiful,...and happy anniversary!




Wine Country Ontario
 @WineCountryOnt

Wishing everyone a happy holiday Monday!
 What is your #Ontario #VQA wine of choice tonight?

 Reply
  Delete
  Favorite
  More


1 RETWEET	2 FAVORITES	
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7:47 PM - 5 Aug 13




Fred Couch @winoFred
 @WineCountryOnt 2007 Alvento "Elige"

5 Aug



Ted Dekker @TedjDekker
 @WineCountryOnt @winemakersboots Flat Rock Cellars 2012 Pinot Noir Rose with grilled turkey burgers and corn on the cob!

5 Aug



Jim Babbage @JimBabbage
 @WineCountryOnt Henry of Pelham Baco noir.

5 Aug

Social Channel Update:

- * Facebook Likes: 31, 232 (+17 Likes)
- * Twitter Followers: 7,396 (+61 Followers)
- * TweetLevel Score: 72.3
- * Klout Score: 58