



**November 15, 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:**

- \* Continued promotion of Taste the Season
- \* Content on *Ontario #icewine*
- \* Rosehall Run will be profiled for #WineryWednesday
- \* Content on great destinations for cheese lovers in wine country

**Social Media Tip of the Week:**

[TweetReach](#) is a free online tool that makes it easy for wineries to measure Twitter campaigns or the reach of certain tweets. You can use TweetReach to analyze tweets about a hashtag, brand name or URL; get in-depth social analytics on reach, exposure, tweets and contributors. TweetReach is a free and simple way to measure the impact of your social media efforts and source important metrics.

**Highlight of the Week:**

This week's highlight was an #untweetable campaign image posted on Facebook on November 8<sup>th</sup> featuring a stunning photograph of an individual enjoying Ontario VQA by a toasty fireplace. The image performed exceptionally well with 188 likes, 11 comments and 52 shares to date! The high engagement levels demonstrate that timely content such as this (posted on a Friday afternoon and as colder weather arrived in Ontario) does very well with our fans.



### Consumer Engagement:

This week's consumer engagement highlight was a post on Facebook on November 10<sup>th</sup> where we asked fans if they preferred red or white VQA wine during the colder months. The post resulted in 17 likes and 44 passionate comments to date, which demonstrates that wine fans love sharing their favourite wine picks on our Facebook channel. Simple engagement posts such as this routinely do well as it gives fans a space to discuss Ontario wine with other fans.



### Social Channel Update:

- \* Facebook Likes: 31,300 (-7 Likes)
- \* Twitter Followers: 8,035 (+16 Followers)
- \* Instagram Followers: 240 (+12 Followers)
- \* TweetLevel Score: 75.5
- \* Klout Score: 67