



June 27, 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:

- * Canada Day creative image
- * Wine Country Ontario's #Untweetable contest content
- * Mastronardi Estate Winery will be featured for Winery Wednesday
- * LCBO wine tasting tips
- * Wine Country Ontario's Wine Route Planner

Social Media Tip of the Week:

- * Facebook users typically have short attention spans, which is important to keep in mind when posting Facebook updates. Brief quotes, facts and images will resonate better with the online community than overly-long status updates. For more Facebook page tips take a look at this [Mashable](#) article.

Highlight of the Week:

This week's highlights included an image posted on June 21st celebrating the first day of summer. The image featured a beautiful picture of Ontario's wine country and expressed the excitement over the summer season in Ontario. The image was very successful with 117 likes, 27 shares and three comments. Another highlight this week was a conversational Facebook update on Sunday, June 23rd that asked fans what VQA wine they were enjoying that evening. The post resulted in 73 likes, 2 shares and 27 comments from fans expressing their love of Ontario wine. Finally, our post on June 25th asked fans to like our status if they intended to visit Ontario's wine country this summer. The post received 212 likes and 10 passionate comments to date!



Wine Country Ontario

June 21

It's going to be an incredible summer!



**Wine
Country
Ontario**

Join us in Wine Country
Ontario for an
incredible summer!

Like · Comment · Share

117 people like this.

Top Comments



Wine Country Ontario

Sunday near Toronto

There is nothing better than enjoying an excellent glass of Ontario VQA wine on a warm Sunday evening. What are you sipping on tonight?

Like · Comment · Share

2



73 people like this.

Top Comments



Write a comment...



Tracey Robert Cave Springs Dolomite!!! It's like pop it's so delicious!!!!

Unlike · Reply · 3 · Sunday at 8:56pm via mobile



Valorie Balsdon Cates Ravine, Sand & Gravel Redcoat. Yum.

Unlike · Reply · 2 · Monday at 6:59am



Carol Ann Jessiman Enjoyed the Fielding White Conception chillin' on the deck with friends.

Unlike · Reply · 2 · Sunday at 9:40pm



Erin Carr Ravine sand and gravel Chardonnay

Unlike · Reply · 2 · Sunday at 8:10pm via mobile



Valerie M... Vineland estates dry Riesling. Delish!

2 · Sunday at 7:21pm via mobile



Wine Country Ontario

Yesterday near Toronto

Like this status if you hope to visit Ontario's wine country this summer!

Like · Comment · Share



212 people like this.

Top Comments



Write a comment...



Elsie Carol Doesn't feel like summer without a trip to a winery or 2 or9 with Pat Papadeas and Warren Beck!

Unlike · Reply · 3 · Yesterday at 2:08pm



The Messengers International We spent today in Niagara on the Lake, tomorrow Vineland and Jordan! 😊


Unlike · Reply · 1 · 21 hours ago



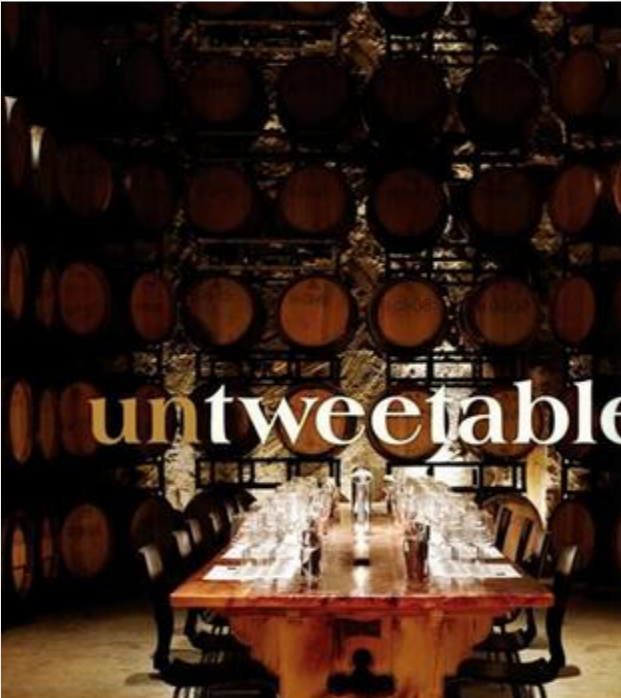
View 8 more comments

Consumer Engagement:

This week, Wine Country Ontario launched the #Untweetable Twitter contest on June 24th to coincide with the new Wine Country Ontario campaign and summer travel season. The contest and campaign received an enthusiastic reaction from wine fans, supporters and media. Our initial Facebook post on the contest resulted in 42 likes, 15 shares and 3 comments to date. Over on Twitter, the contest has already attracted numerous heartfelt and unique entries about experiences in Ontario's wine country!

**Wine Country Ontario**
Monday

Wine Country Ontario is rich with experiences and more that simply can't be put into words. In fact, they are 'untweetable!' Enter our #Untweetable Twitter contest where you could win a trip for two to Ontario's wine country valued at \$700! Take a look at full contest details <http://on.fb.me/144WPZx> and head over to www.Twitter.com/WineCountryOnt to enter. Good luck!





Like · Comment · Share


42 people like this.


15


Top Comments ▾


**Nina Webster** @nina_webster 25 Jun
@WineCountryOnt Unexpected helicopter engagement at Peller Estates winery. Pure happiness in wine country :) #untweetable #ontariowine
[View conversation](#)

**Iris Gregoriou** @IrisChristia 25 Jun
@KreativMixology @KacabaVineyards @WineCountryOnt It's true! He had me at "let's go see @VinelandEstates"! :)
[View conversation](#)

**Aaron Male** @KreativMixology 25 Jun
@WineCountryOnt @KacabaVineyards that they do. Most trips are memorable.... that one will be forever. #untweetable.
[View conversation](#)

**Aaron Male** @KreativMixology 25 Jun
@KacabaVineyards @WineCountryOnt thanks! Oct 6 @VinelandEstates! LOVE my #vqaont! It IS #cabfranc Tuesday!
[View conversation](#)

**Kacaba Vineyards** @KacabaVineyards 25 Jun
Just fabulous, congratulations! Hard to top that moment!! #untweetable @KreativMixology @WineCountryOnt
[View conversation](#)

**Aaron Male** @KreativMixology 25 Jun
@KacabaVineyards @WineCountryOnt took my gf to a winery in the Vineland/Jordan area and poof. Engaged and wedding planned #untweetable.
[View conversation](#)

Another highlight of the week was the Twitter interaction with celebrity designers Colin and Justin who attended Le Dîner en Blanc in Niagara-on-the-Lake. The duo expressed their love of Niagara and the wonderful world of Ontario's wine country!



Social Channel Update:

- * Facebook Likes: 28,274 (+31 Likes)
- * Twitter Followers: 7,072 (+68 Followers)
- * TweetLevel Score: 72.3
- * Klout Score: 60