



July 25, 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 com.motion. 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!

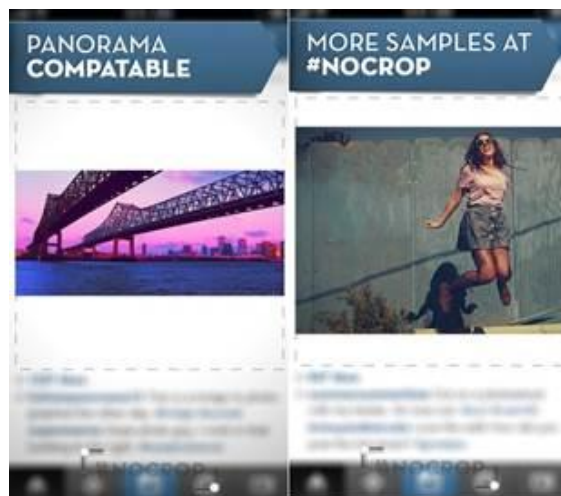
Upcoming Content, Promotions and Events:

- * Jackson-Triggs will be profiled for #WineryWednesday
- * Content on #FollowtheTruck and Visa #InfiniteDining
- * Continued 2014 Wine Country Ontario Travel Guide (#GotTheGuide) content

Relevant Hashtags:

#ONwine	#WineCountryON
#FollowtheTruck	#InfiniteDining
#CDNwine	#GotTheGuide
#VQA	#GoLocal

Social Media News & Tips:



[#NoCrop](#) is a popular mobile application that allows users to post full sized photos on Instagram (and other social channels) without cropping the original photo to fit Instagram. This allows Instagram users, including brands and wineries, to share widescreen or horizontal images that are more visually impactful and accurately highlight what the user was originally intending to share without losing some of the image.

Highlight of the Week:

This week's highlight was the engagement surrounding our #WineryWednesday Facebook post for Flat Rock Cellars! The post featured a stunning image of the property and resulted in 41 likes, 6 comments and 2 shares to date, with 949 views. The success demonstrates that fans continue to enjoy our #WineryWednesday content, especially when the posts feature beautiful imagery of Ontario wineries.



Wine Country Ontario

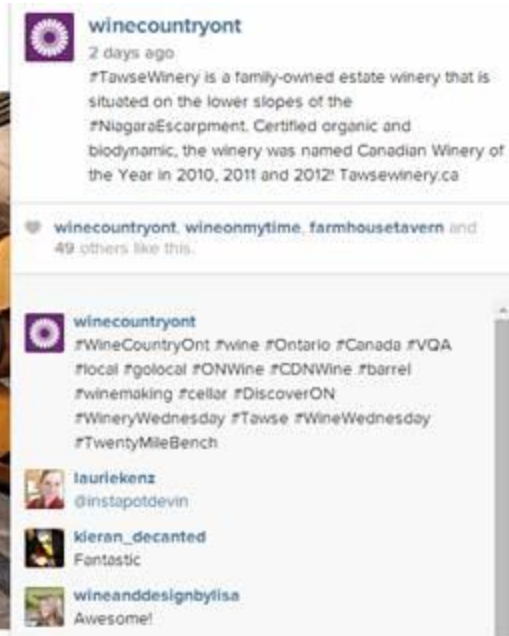
July 23 at 1:32pm · 🌞

It's #WineryWednesday! On a spectacular piece of the Niagara Escarpment in Jordan known as the Twenty Mile Bench – Flat Rock Cellars is perched on a gently rolling slope studded with vines and views of Lake Ontario in the distance. Their vineyards are comprised of 80 acres of Chardonnay, Pinot Noir, Riesling, with a small patch of Gewurztraminer. Plan your visit this summer! www.flatrockcellars.com



Consumer Engagement:

This week's consumer engagement highlight was a Instagram post featuring Tawse Winery. The post featured a stunning image of the winery's barrel room, which generated 52 likes and 4 comments to date. Though landscape and vineyard images generally perform the best on our channels, high quality images of wine barrels and barrel rooms have also historically performed very well with our fans.



Social Channel Update:

- * Twitter Followers: 10,596 (+420 Followers)
- * Facebook Likes: 34,104 (+14 Likes)
- * Instagram Followers: 1,217 (+27 Followers)
- * Klout Score: 67