



**January 31, 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 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 Days of Wine and Chocolate
- \* PondView Estate Winery will be profiled for #WineryWednesday
- \* Content on the 26th annual Cuvée weekend and Grand Tasting
- \* Content on Valentine's Day gift ideas involving Ontario VQA wine

**Social Media News & Tips:**

This week, Facebook released a new iPhone application called Paper that allows users to use and read Facebook in a completely different way. The application presents Facebook's classic update types -- photos, videos, and articles -- in new formats designed for enjoyment on smartphones, and also includes more than a dozen newspaper-like sections. Mixed in with newsfeed updates, there will also be the best publicly posted content from Facebook users, as handpicked by the curatorial team at Facebook. The application could prove to alter the way users and brands post Facebook updates in the future, just as the popular social media platform celebrates its 10 year anniversary on February 4<sup>th</sup>.

**Highlight of the Week:**

This week's highlight was a Facebook post from January 27 about the quality of VQA Ontario wine. The post performed very well with 47 likes, 2 comments and 12 shares to date, including by Kacaba Vineyards and EPIC Wineries. The success of this post demonstrates that fans and wineries enjoy showing their support of VQA wines.



### Consumer Engagement:

This week's consumer engagement highlight was a tweet from January 27, featuring a post on VQA Ontario wine. The tweet resulted in 18 retweets and 5 favourites to date, becoming one of our most successful tweets. The success proves that fans and supporters enjoy content about the Ontario wine industry and the quality products being made in Ontario, which is accompanied by strong imagery.



**Wine Country Ontario** @WineCountryOnt · Jan 27

When you see #VQA on a bottle, it means the wine is made from 100%  
#Ontario-grown grapes. #GoLocal #Quality [pic.twitter.com/eNVPXCgZJS](https://pic.twitter.com/eNVPXCgZJS)



RETWEETS

18

FAVORITES

5



### Social Channel Update:

- \* Twitter Followers: 8,527 (+74 Followers)
- \* Facebook Likes: 33,836 (+6 Likes)
- \* Instagram Followers: 613 (+58 Followers)
- \* TweetLevel Score: 75.5 (+1)
- \* Klout Score: 68