



October 3, 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:

- Norman Hardie Winery will be profiled for #WineryWednesday
- Continued Promotion of #LCBOTasteLocal and pie #winepairing consumer contest
- Continued #FollowtheTruck and #Harvest2014 content

Relevant Hashtags:

#ONwine	#WineCountryON
#Harvest2014	#CDNwine
#GotTheGuide	#VQA
#LCBOTasteLocal	#GoLocal

Social Media News & Tips:

This week, Instagram [announced](#) a big improvement to the way embedded photos will look on the web. Embedded Instagram photos will now be bigger and cleaner than before, with a narrower bezel around the frame and a Follow button above the image. This will make it easier for readers or winery fans to follow the Instagram account of the embedded photo's owner via a Follow button right from your website, your blog or within third-party web articles. With this updated feature, wineries can include Instagram images within news or blog updates that look beautiful and also promote fan growth for your Instagram account.

Highlight of the Week:

This week's engagement highlight was around our live #TasteON2014 content from October 2, 2014. Fans enjoyed the social content and live images of their favourite local Ontario wineries on display at the event. Our most successful post on Instagram from the evening featured Thirty Bench winery and the image resulted in 76 likes to date. Our most successful Tweet featured an image of #PEC wineries, which generated 12 retweets and 5 favourites to date. The #TasteON2014 event hashtag was used 344 times on Twitter and generated 932,890 social media impressions so far! Thanks in part to #TasteON2014 engagement and our #LCBOTasteLocal consumer contest, @WineCountryONT has now surpassed **13,000** followers on Twitter!



[View more photos and videos](#)

Consumer Engagement:

This week's consumer engagement highlight were the fan entries for our #LCBOTasteLocal VQA wine and pie pairing contest. We asked fans to share their favourite Ontario wine and pie pairing on Twitter, Facebook or Instagram for the chance to win six bottles of Ontario VQA delivered to their front door. The contest has already resulted in numerous entries and passionate responses from fans, who have showed their love of local wine and food during harvest season. The contest has helped drive social chatter about Ontario wine and use of the #LCBOTasteLocal program hashtag, which has been used 2,240 times to date.



Gillian Plummer
@GillianPlummer



 Follow

@WineCountryOnt pumpkin pie with
caramel apple sauce drizzle and whipped
cream with Flat Rock Cellars Chardonnay
#LCBOTastelocal

Social Channel Update:

- * Twitter Followers: 13,090 (+184 Followers)
- * Facebook Likes: 34,295 (+29 Likes)
- * Instagram Followers: 1,446 (+33 Followers)
- * Klout Score: 67