



October 18, 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:

- * Content on the quality of #VQA
- * Tasty wine pairing with veal tenderloin
- * Oxley Estate Winery will be profiled for #WineryWednesday
- * Content on Wine Country Ontario's 2013 travel guide

Social Media Tip of the Week:

Tumblr is a microblogging platform and social networking site founded by David Karp and owned by Yahoo. The service allows users to post multimedia and other content to a short-form blog. Users can follow other users' blogs, as well as make their blogs private. Much of the website's features are accessed from the "dashboard" interface, where the option to post content and posts of followed blogs appear. The site is an easy and free option for small businesses or wineries to create a photo blog with beautiful images of wine country, events and more. As of October 1, 2013, Tumblr hosts over 139.4 million blogs and more than 62.8 billion posts in total.

Highlight of the Week:

This week's highlight was a post on Facebook from Sunday, October 13th featuring content about the Great Canadian Wine Challenge launched earlier this year by Shawn McCormick of Uncork Ontario and Calvin Hanselmann. The post performed very well with 73 likes, 37 comments and 21 shares to date. The engagement demonstrates that wine fans are very supportive of the Canadian wine industry and any initiative to help promote the quality of Ontario and Canadian wine.



Wine Country Ontario shared a link.
October 13 near Toronto 🍷

Have you heard about the Great Canadian Wine Challenge?
#TGCWC



Would you drink only Canadian wine for a year?
o.canada.com

Two Canadian wine lovers are behind The Great Canadian Wine Challenge. Shawn McCormick of Uncork Ontario and Calvin Hanselmann were lamenting the fact that #CanadianWineDay (#CdnWineDay) is only one day. So they decided to challenge each

Like · Comment · Share

21

73 people like this.

Recent Activity ▾

Consumer Engagement:

This week's consumer engagement highlight was an image post on Facebook from October 14th where we wished fans a happy Thanksgiving and posted a beautiful image of wine country on the fall. The image performed very well with 69 likes, 14 comments and 1 share to date. The engagement shows the continued popularity of lifestyle and consumer event/special occasion content on our Facebook page.



Social Channel Update:

- * Facebook Likes: 31,306 (+8 Likes)
- * Twitter Followers: 7,900 (+49 Followers)
- * Instagram Followers: 133 (+17)
- * TweetLevel Score: 74.4
- * Klout Score: 65 (+1)