



November 14, 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:

- Château des Charmes will be profiled for #WineryWednesday
- Continued promotion of #WrappedUp in the Valley and #TastetheSeason
- Delicious Ontario VQA wine pairing content

Relevant Hashtags:

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

Social Media News & Tips:

About a year after launching Instagram advertisements in the U.S., the company began rolling out the first ads to Canadian users on Monday. Instagram ads appear as a regular Instagram photo (or video, for US brands only at the moment). What distinguishes an Instagram ad from other photos is the "Sponsored" mark above the top right corner of the photo, the spot where the posting time is normally displayed. That said, not just any brand can pay to appear in the users' Home feeds just yet—only brands with an impressive following are chosen to advertise their posts. It's important for small businesses and wineries to understand how social channels evolve, and monetize their service for social strategies and how these changes can impact the user experience. For more information and inspiration for all things Instagram, follow the official [Instagram for Business](#) blog.

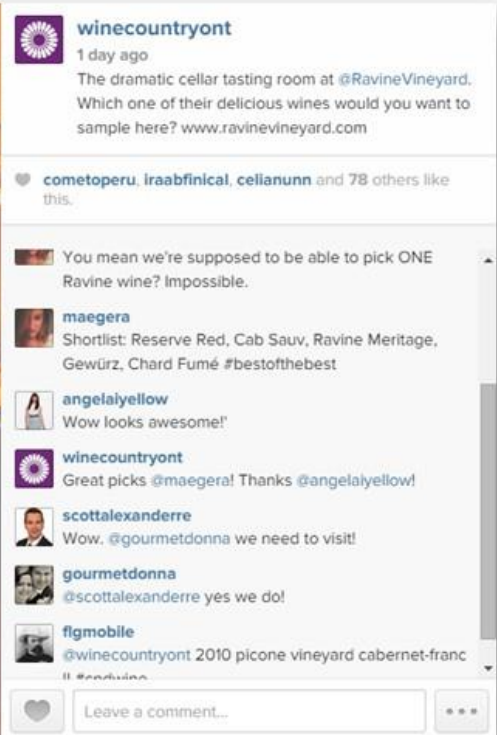
Highlight of the Week:

This week's engagement highlights include content posted on Twitter and Facebook from November 11th. On Facebook, our post commemorating Remembrance Day generated 89 likes, 1 comment, 14 clicks, 9 shares and 1,107 impressions to date. While not every memorial event or holiday is appropriate for social content, it is evident that fans appreciated our respectful post for this important Canadian holiday. On Twitter, our most successful Tweet was regarding the announcement of Stoney Ridge Estate Winery's partnership with the Tragically Hip to release a premium VQA wine. The post generated 11 Retweets, 5 favourites, 76 clicks and 1,442 impressions to date!



Consumer Engagement:

This week's consumer engagement highlight was the engagement around a stunning cellar photo posted on Instagram from Ravine Vineyard. The image resulted in 81 likes and 6 very positive comments from fans. The fan engagement shows that despite the colder weather, the beauty of wine country comes across well on Instagram in any season.



Social Channel Update:

- * Twitter Followers: 13,318 (+31 Followers)
- * Facebook Likes: 34,351 (+6 Likes)
- * Instagram Followers: 1,597 (+23 Followers)
- * Klout Score: 68