

# **September 13, 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:**

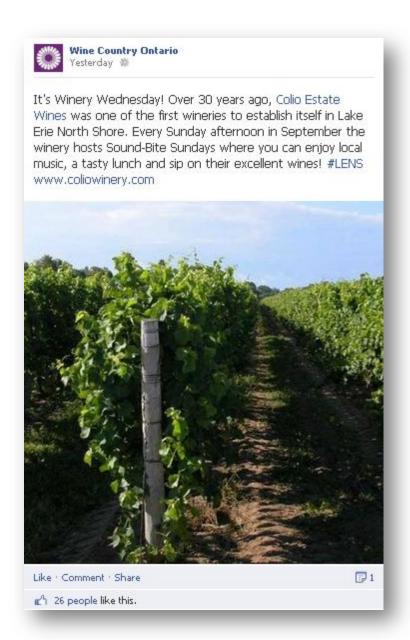
- \* LCBO #ShineON content
- Promotion of Prince Edward County's TASTE
- \* Closson Chase will be profiled for #WineryWednesday
- Promotion of the Niagara Wine Festival

### Social Media Tip of the Week:

TweetDeck is a free social media dashboard application for management of Twitter accounts. Like other Twitter applications, it interfaces with Twitter to allow users to send and receive tweets, view profiles, track conversations and more. TweetDeck's interface consists of a series of customizable columns, which can be set up to display your Twitter timeline, mentions, direct messages, lists, trends, favorites, search results, hashtags or all tweets by or to a single user. TweetDeck and other Twitter applications are useful tools for organizations such as wineries to help manage their Twitter feed and keep track of social conversations about their winery or the wine industry as a whole.

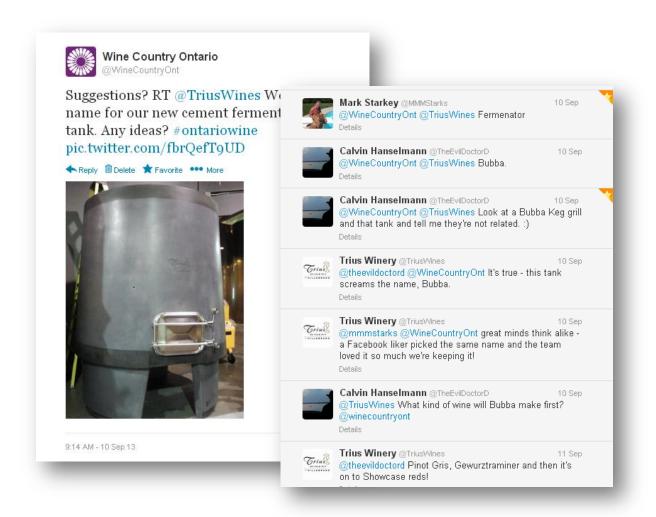
#### Highlight of the Week:

This week's highlight was a post on Wednesday, September 11<sup>th</sup> featuring a #WineryWednesday post on Colio Estate Winery. The post resulted in 26 likes and 1 share to date which demonstrates that Winery Wednesday content continues to be popular with fans.



# Consumer Engagement:

This week's consumer engagement highlight was a retweet by @TriusWines which asked fans to name their new cement fermentation tank. The retweet resulted in numerous responses from fans with creative and lighthearted idea names. The content demonstrates that Twitter can be an ideal setting for playful content that appeals to fans and helps build connections.



# **Social Channel Update:**

\* Facebook Likes: 32,251 (+8 Likes)

Twitter Followers: 7,612 (+14 Followers)

\* TweetLevel Score: 73.4

\* Klout Score: 58