



January 6, 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:

- * Promotion of the Niagara Icewine Festival #IcewineFest
- * Stratus Vineyards will be profiled for #WineryWednesday
- * Wine tip on how to best to serve Icewine to dinner guests
- * Educational content on the meaning of #VQA

Social Media News & Tips:

This week, a Pew Research study was released, which reported that women use every major social media channel more than men—except for LinkedIn. Pew found that 76 percent of online adult females use Facebook, compared to 66 percent for online males, while fairly similar women/men percentage splits exist for Twitter (18 percent/17 percent), Instagram (20/17) and Pinterest (33/8). One-third of women are now using Pinterest. The researcher said 24 percent of Internet-using men employ LinkedIn compared to 19 percent of women. Instagram also made particularly strong gains in the last year with 18-to-29-year-olds (up nine percentage points to 37 percent).

Highlight of the Week:

This week's highlight included New Year content posted on December 31 and January 1 to help celebrate the occasion with Wine Country Ontario fans. The lively creative image posted on New Year's eve resulted in 58 likes and 2 shares to date, while the text post from New Year's Day resulted in 65 likes, 4 comments and 2 shares to date. The engagement shows that fans were eager to celebrate the New Year with Ontario wine.



Consumer Engagement:

This week's consumer engagement highlight was engagement from fans and influencers around New Year's Eve and the enjoyment of Ontario sparkling. The tweet on December 31 featuring a celebratory creative image resulted in 6 retweets and 4 favourites. @WineCountryOnt also received numerous tweets and mentions from fans enjoying quality Ontario VQA sparkling during the holiday.



Wine Country Ontario

@WineCountryOnt

Happy New Year wine fans!

pic.twitter.com/7Bhr...

← Reply Delete ★ Favorite



6
RETWEETS

4
FAVORITES



Yvonne T. @th3hungrycat

1 Jan

Rang in the New Year with my fave @WineCountryOnt bubbly -
Château des Charmes' Brut Méthode Traditionelle

pic.twitter.com/MQ92arYcO6

Hide photo

← Reply Retweet ★ Favorited More



2
FAVORITES



Social Channel Update:

- * Twitter Followers: 8,339 (+81 Followers)
- * Facebook Likes: 32,499 (+1,136 Likes)
- * Instagram Followers: 404 (+32 Followers)
- * TweetLevel Score: 74.4
- * Klout Score: 68 (+1)