



January 10, 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:

- * Continued promotion of the Niagara Icewine Festival #IcewineFest
- * Pillitteri Estates Winery will be profiled for #WineryWednesday
- * Tasty wine and food pairings

Social Media News & Tips:

This week, the Toronto Star reported that Starbucks Canada has adopted a new way of using Twitter to send coupons, turning the social media platform into a gifting platform. Starting on January 9th, Starbucks customers in Canada can sign up at www.starbucks.ca/tweetacoffee to link their Starbucks account and Twitter accounts using a credit card. Users can gift others on Twitter simply by typing @tweetacoffee, followed by the person's Twitter address. The person receiving the gift gets a link to a coupon which can be printed or downloaded onto their mobile phone using the Starbucks app. The launch demonstrates the growing possibilities of e-commerce with social media for lifestyle and food organizations and brands.

Highlight of the Week:

This week's highlight was a tweet from January 5th, which promoted the 100-Mile Pinot Event from the Ontario Wine Society – Ontario Chapter, occurring on January 13th. The tweet resulted in 11 retweets, 3 favourites and 1 comment to date. The engagement demonstrates that our fans enjoy hearing about local events, in wine country and elsewhere, that they can attend to enjoy Ontario wine.



Wine Country Ontario

@WineCountryOnt

Are you a Pinot lover? Join [@1OWS](#) on Monday January 13th for the 100-Mile Pinot Tasting Event in TO! To buy tix: eventbrite.ca/e/100-mile-pin...

[Reply](#) [Delete](#) [Favorite](#) [More](#)

11

RETWEETS

3

FAVORITES



1:55 PM - 5 Jan 14

Consumer Engagement:

This week's consumer engagement highlight was a post on Wine Country Ontario's Facebook timeline from our #IcewineFest contest winner. Lori expressed excitement about receiving her prize package and for her upcoming weekend in wine country for the first weekend of the Niagara Icewine Festival. The post resulted in 12 likes and positive comments from other fans on the festive Wine Country Ontario mittens and scarves included in the package.



Lori Hoinkes

My Icewine Festival package arrived today... Thanks again Wine Country Ontario! I'm super excited! #Icewinefest



Unlike · Comment · Share · January 7 at 4:20pm



Wine Country Ontario and 11 others like this.

Top Comments -



Write a comment...



Wine Country Ontario Congrats again! #IcewineFest

Like · Reply · January 7 at 5:21pm

Social Channel Update:

- * Twitter Followers: 8,351 (+12 Followers)
- * Facebook Likes: 32,867 (+368 Likes)
- * Instagram Followers: 409 (+5 Followers)
- * TweetLevel Score: 74.4
- * Klout Score: 68