



September 20, 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
- * Throughout next week we will be highlighting ways to explore wine country on a bike
- * Konzelmann Estate Winery will be profiled for #WineryWednesday
- * Promotion of the Niagara Wine Festival

Social Media Tip of the Week:

On Twitter, you can access your recent "*Interactions*" under the Connect tab at the top of the page. *Interactions* displays all the ways other users have interacted with your account, like adding you to a list, sending you a @reply, marking one of your tweets as a favorite, retweeting one of your tweets and more. The "*Mentions*" section only displays recent tweets from other users or wine fans that included your Twitter handle.

Highlight of the Week:

This week's highlight was a post on Monday, September 16th featuring the launch of our #ShineON content and annual partnership with the @LCBO in celebrating Ontario VQA wine! The post performed very well with 52 likes, 2 comments and 15 shares to date. The response demonstrated the interest fans had in the program and celebrating Ontario wine.



Wine Country Ontario

September 16

It's back! The LCBO, in partnership with Wine Country Ontario, presents its largest annual celebration and promotion of Ontario wine! #ShineON runs in 521 LCBO stores from Sept 15 - Oct 12 and provides LCBO guests with an opportunity to discover amazing Ontario #VQA wines through great events and store promotions.
www.lcbo.com/ourwinecountry/home



Like · Comment · Share

15

Laurie Weir and 51 others like this.

Top Comments ▾

Consumer Engagement:

This week's consumer engagement highlights include a conversational Facebook post on Saturday, September 14th where we asked fans what VQA wine they were going to enjoy on a beautiful September evening. This type of content proved to be successful once again with 13 likes and 31 comments, demonstrating that fans continue to enjoy talking about their weekend wine selections.



In addition, there was a flurry of interactions over Twitter on Wednesday, September 18th from Twitter influencers and attendees of next week's #BlissDomCA conference and the Great Canadian Outdoors Party, which will feature Wine Country Ontario and Ontario wineries. These interactions helped build excitement and awareness for Wine Country Ontario's presence at the event among key Twitter personalities.

Social Channel Update:

- * Facebook Likes: 31,264 (+13 Likes)
- * Twitter Followers: 7,612 7,669(+57 Followers)
- * TweetLevel Score: 73.4
- * Klout Score: 64 (+6)