



**June 20, 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:**

- \* Trius Winery will be profiled for #WineryWednesday
- \* Tasty food and #VQA wine pairings
- \* Content on #FollowtheTruck and Visa #InfiniteDining
- \* The new 2014 Wine Country Ontario Travel Guide (#GotTheGuide) will be launched in LCBO's Food & Drink

#### **Relevant Hashtags:**

#ONwine	#WineCountryON
#FollowtheTruck	#InfiniteDining
#CDNwine	#GotTheGuide
#VQA	#GoLocal
#i4c14	#DiscoverON

#### **Social Media News & Tips:**

This week, Twitter [announced](#) that popular GIFs (Graphics Interchange Format) are now available on Twitter. On Twitter's website as well as its iOS and Android apps, you'll be able to watch a GIF in your timeline by clicking a play button that shows up over top of them. GIFs won't animate automatically, likely to prevent you from downloading large files that you don't need. Opening up a tweet on its own will, however, immediately begin playing the GIF. This feature could be a useful tool for wineries as an easy way to insert short video-like content into your Twitter feed, to promote events, wine launches, provide tips and much more. The more visually stimulating your content, the better the chance that fans will engage and Retweet it.

#### **Highlight of the Week:**

This week's highlight was a Tweet and Facebook post from June 20th promoting #OntarioWineWeek and a great article by the Lieutenant Governor of Ontario, the Honourable David C. Onley on Huffington Post Canada. The Tweet resulted in 6 Retweets and 1 Favourites to date, while the Facebook post resulted in 15 likes, 2 shares and 2,017 views! The engagement demonstrates that fans enjoy when we share notable news and articles about the Ontario wine industry, along with content about #OntarioWineWeek.

 **Wine Country Ontario** shared a link.  
Posted by David Dwyer · Yesterday

Happy #OntarioWineWeek! Raise A Glass To Fine Ontario Wines via The Huffington Post Canada



**Raise A Glass To Fine Ontario Wines**  
[www.huffingtonpost.ca](http://www.huffingtonpost.ca)

Today, viticulture is thriving in Ontario, with more than 180 wineries responsible for just over 70 per cent of total Canadian wine production, contributing an estimated \$3.3 billion to the province's economy in 2011, many thousands of direct and indirect jobs, as well...

Like · Comment · Share 2 Shares

 15 people like this.



This post was served to 2,017 people Boost Post



Wine Country Ontario  
@WineCountryOnt

Happy #OntarioWineWeek! Raise A Glass  
To Fine Ontario Wines via @LGDavidOnley  
and @HuffPostCanada  
[huffingtonpost.ca/hon-david-c-on...](http://huffingtonpost.ca/hon-david-c-on...)  
#GoLocal

↩ Reply 🗑 Delete ⭐ Favorite ⋮ More



HuffPost Canada



#### Raise A Glass To Fine Ontario Wines

Today, viticulture is thriving in Ontario, with more than 180 wineries responsible for just over 70 per cent of total Canadian wine production, contributing an estimated \$3.3 billion to the provinc...

[View on web](#)

RETWEETS

6

FAVORITE

1



### Consumer Engagement:

This week's consumer engagement highlight was fan engagement with our #FollowTheTruck content on Twitter. Content about our Dare to Compare Tasting Truck summer schedule has proven to be very successful so far. This demonstrates that Canadians are excited by the idea of the wine truck and the chance to sample delicious Ontario wine all over the province this summer. To date, #FollowTheTruck (in relation to WCO) has been used 133 times on Twitter and generated 483,783 social media impressions to date!



Wine Country Ontario  
@WineCountryOnt

First day at the #Toronto @winefestival!  
We'll be here until 11 tonight serving delish  
Ontario VQA! #FollowTheTruck

↩ Reply 🗑 Delete ⭐ Favorite ⋮ More



RETWEETS  
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FAVORITES  
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Wine Country Ontario  
@WineCountryOnt

Hey wine fans! Our tasting truck will be at  
the #Toronto Wine & Spirit @winefestival  
at Sugar Beach, Thurs-Saturday!

↩ Reply 🗑 Delete ⭐ Favorite ⋮ More



RETWEETS  
10

FAVORITES  
2



### Social Channel Update:

- \* Twitter Followers: 9,662 9,692 (+30 Followers)
- \* Facebook Likes: 33,985 (+25 Likes)
- \* Instagram Followers: 1,103 (+14 Followers)
- \* Klout Score: 67