



January 24, 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 Days of Wine and Chocolate
- * Hinterbrook Estate Winery will be profiled for #WineryWednesday
- * Content on the EPIC Annual Festival of Ice
- * Content on the "We Love Wine Country Ontario" program

Social Media News & Tips:

This week, the popular mobile social sharing app Vine celebrated its first birthday. The mobile app was launched January 24, 2013, offering users the ability to upload ultra-short videos quickly and easily. Owned by Twitter, Vine quickly made a name for itself as a pioneer in the field of mobile video editing and sharing solutions. Just one year after its launch, the app has around 40 million users worldwide. During 2013, a number of other companies launched their own apps for editing and sharing short videos, including Instagram (previously specializing in still photos). The app is a great tool for small companies and brands to create inexpensively produced videos to share with their fans immediately.

Highlight of the Week:

This week's highlight included a Facebook post from January 20 about our recently launched Instagram account. The post featured a few stunning images from our account and reminded fans to tag us in their photos about Ontario wine. The post performed well with 48 likes and 1 share to date, as well as a spike in Instagram followers. For those wineries that have not yet provided images for our account, please email them along with captions to wco@veritasinc.com. Thank you in advance!



Consumer Engagement:

This week's consumer engagement highlight includes fan response to live images posted on Instagram from the second weekend of the Niagara Icewine Festival. Six separate images were posted over the course of the weekend and resulted in a total of 252 likes and comments to date! The engagement demonstrates that fans enjoy seeing images from wine country events during the weekend and live posting.



Social Channel Update:

- * Twitter Followers: 8,453 (+43 Followers)
- * Facebook Likes: 33,830 (+280 Likes)
- * Instagram Followers: 555 (+62 Followers)
- * TweetLevel Score: 74.4
- * Klout Score: 68