



November 22, 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:

- * Promotion of Wine Country Ontario at the Toronto Christmas Market
- * Burning Kiln Winery will be profiled for #WineryWednesday
- * Content throughout the week on tasty wine and cheese pairings

Social Media Tip of the Week:

This week, Twitter announced an update to its iOS and Android mobile apps, making it easier to search the social network on smartphones and tablet devices. The update from Twitter, which has been pushed out to iOS and Android users, adds new search filters to the app, making it easier to find what you're looking for. Now, in the search results page, you can toggle between "Top Tweets" and "All Tweets." You can also tap the fine-tune icon to refine your search to show; "Everything," "Photos," "Video," "News," or "People."

Highlight of the Week:

This week's highlight was a #WineryWednesday post on Facebook from Wednesday, November 20th. The post and image performed well with 37 likes and 4 shares to date. The engagement levels demonstrate that educational posts do best when paired with beautiful imagery.



Wine Country Ontario
November 20 · Edited

It's #WineryWednesday! Located in Prince Edward County, Rosehall Run Vineyards is committed to crafting wines with minimal intervention and sustainable farming. Opened in 2011, the winery's modern tasting room allows guests to taste their critically acclaimed wines. www.rosehallrun.com #PEC



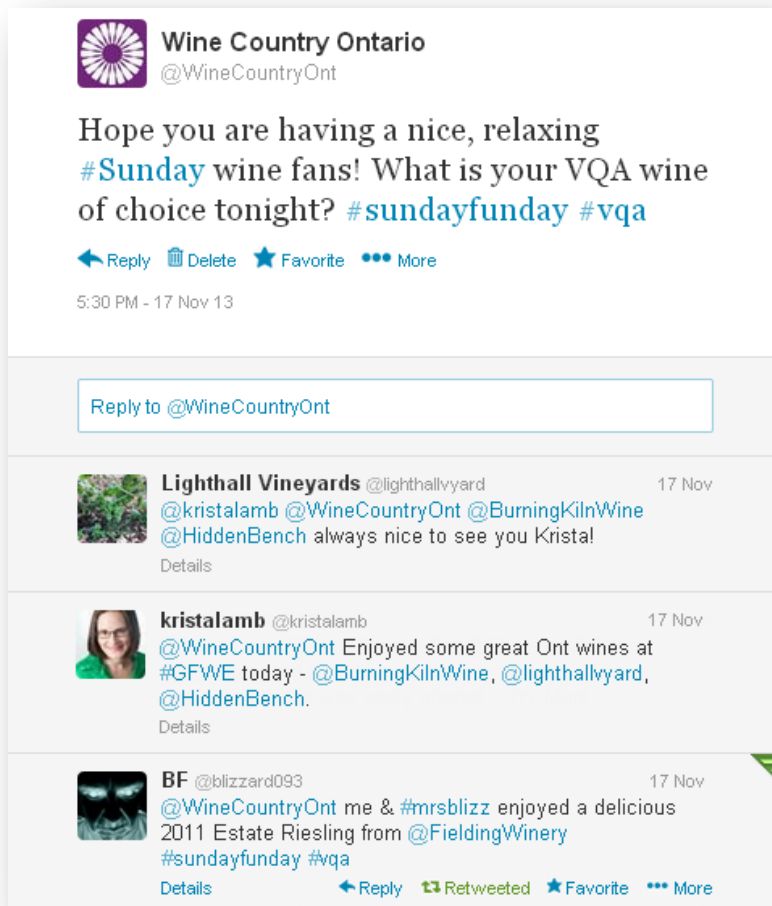
Like · Comment · Share

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Laurie Weir and 36 others like this.

Consumer Engagement:

This week's consumer engagement highlight was the response to our tweet on November 17, 2013. We had asked fans what VQA wine they were enjoying on Sunday, which resulted in numerous responses from wine lovers and engagement from Ontario wineries. The positive response received from this post indicates that Wine Country Ontario fans are very engaged on the weekend, supporting our "WCO 365" content strategy.



Social Channel Update:

- * Facebook Likes: 31,300 (no change)
- * Twitter Followers: 8,064 (+29 Followers)
- * Instagram Followers: 266 (+26 Followers)
- * TweetLevel Score: 73.4 (-1)
- * Klout Score: 66 (-1)