



September 12, 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 com.motion. 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:

- North 42 Degrees Estate Winery will be profiled for #WineryWednesday
- Seasonal Sensations from Ontario's Sommeliers
- Niagara Wine Festival and Taste Ontario! promotional content
- Continued #GotTheGuide, #FollowtheTruck and Visa #InfiniteDining content

Relevant Hashtags:

#ONwine	#WineCountryON
#FollowtheTruck	#CDNwine
#GotTheGuide	#VQA
#LCBOTasteLocal	#winefest

Social Media News & Tips:

This week, Facebook [announced](#) changes to the platform's popular video player. Starting this week, users will be able to see how many views a Facebook video has received. These views will be visible on any public videos posted by individuals or brands, just like on YouTube. Over the past few months, Facebook has made a number of tweaks to their video services including an auto-play feature and video ranking within the News Feed to show users more videos that are relevant and interesting to them. In addition, video views on Facebook are on the rise – they've grown more than 50% between May and July of this year (likely due in some part to auto-play). With these new updates, wineries will have access to more metrics relating to video which should be able to help brands create more content that their fans love and engage with the most.

Highlight of the Week:

This week's engagement highlight was around our Tweet from September 8th promoting Red White & Blues in Prince Edward County. The Tweet generated 30 clicks, 7 retweets, 1 favourite and 1,582 impressions to date. The engagement and interest demonstrates that fans continue to visit our Twitter page as a resource for the latest information and news on great events in Ontario's wine country!



Consumer Engagement:

This week's consumer engagement highlight was an Instagram post from September 11th, featuring a beautiful image from the upcoming Niagara Wine Festival. The post generated 45 likes and 5 positive comments to date. The image resulted in a number of comments from fans tagging their friends and asking if they want to attend. This type of engagement demonstrates the power of Instagram as a channel to reach a younger demographic and an effective promotional tool for events.



Social Channel Update:

- * Twitter Followers: 12,608 (+220 Followers)
- * Facebook Likes: 34,211 (+16 Likes)
- * Instagram Followers: 1,356 (+10 Followers)
- * Klout Score: 67