



August 23, 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:

- * Post on the Jackson-Triggs Summer Concert Series
- * #WineFact on storing wine properly
- * Aure Wines will be profiled for #WineryWednesday
- * Delicious wine pairing content

Social Media Tip of the Week:

Facebook posts between 100 and 250 characters get about 60% more likes, comments and shares than longer posts. Posts featuring photo albums, pictures or videos get 180%, 120%, and 100% more engagement respectively. So, to increase your engagement on Facebook, stick with shorter posts with an image to help drive maximum attention for your winery.

Highlight of the Week:

This week's highlight was the success of a creative image on Sunday, August 18 where we asked wine fans about their favourite patio that serves Ontario VQA. The post attracted a lot of engagement with 48 likes, 24 comments and 2 shares to date. The responses indicated that fans loved sharing their favourite spots to enjoy Ontario wine.

Another highlight was an image post on Wednesday, August 21 that featured a giveaway to see Curtis Fielding of Fielding Estate Winery racing in the NASCAR Canadian Tire Series on September 1. The post received 21 likes and 11 shares to date!



Wine Country Ontario

22 hours ago

Rev your engines! On Sunday, September 1 Curtis Fielding of Fielding Estate Winery will return to the track and take part in his first race at the NASCAR Canadian Tire Series in Bowmanville. We're giving away a gift package worth \$200.00 on... [See More](#)



Wine Country Ontario

August 18



Like · Comment · Share

2

48 people like this.

[Top Comments](#)



Like · Comment · Share

11

21 people like this.

Consumer Engagement:

This week's consumer engagement highlight was our Twitter post on August 18 featuring the same creative image asking wine fans about their favourite patio that serves Ontario #VQA. The tweet resulted in 4 retweets, 2 favourites and 6 comments from fans, wineries and friends to date



Wine Country Ontario

@WineCountryOnt

My favourite patio that serves Ontario

#VQA wine is_____.

pic.twitter.com/setz5VNMcx

← Reply 🗑 Delete ★ Favorite ⋮ More



4

RETWEETS

2

FAVORITES



Social Channel Update:

- * Facebook Likes: 32,247 (+2)
- * Twitter Followers: 7,490 (+39 Followers)
- * TweetLevel Score: 72.3
- * Klout Score: 59(+1)