



June 27, 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
- * Promotion of #i4c14
- * Content on #FollowtheTruck and Visa #InfiniteDining
- * 2014 Wine Country Ontario Travel Guide (#GotTheGuide) content

Relevant Hashtags:

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

Social Media News & Tips:

This week, Facebook [announced](#) a change to their News Feed algorithm for video content as an increasing number of Facebook users are watching videos. A video's weight in the News Feed algorithm will now take into consideration how long a user has watched a video, in addition to the number of views and engagement metrics such as likes, comments and shares. People who watch more videos should see more in the future, and those who scroll past videos will likely see fewer videos. In early tests, this change resulted in more people watching more videos that are relevant to them. This change further emphasizes the importance of visually stimulating content for winery Facebook pages and shows that social media users are increasingly looking for interesting video content from brands.

Highlight of the Week:

This week's highlight was the buzz surrounding the announcement that Wine Country Ontario was expanding the wine route through downtown St. Catharines. The Wine Route, which includes more than 500 way-finding signs placed in strategic locations throughout the wine growing regions of Ontario, provides consumers with easy navigation to wineries, restaurants, accommodations and other experiences in the area. Twitter was full of positive chatter regarding the announcement and what it meant for wine country, St. Catharines and local tourism.



Ryan Treanor
@accountmgccc



Following

Excited for the launch of #wineroute through DT @St_Catharines @WineCountryOnt @MeridianCtre @scdowntownassoc

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Wine Country Ontario
@WineCountryOnt

Follow our #WineRoute through downtown St. Catharines which now connects you to the Niagara-on-the-Lake and Niagara Escarpment wineries!

↩ Reply 🗑 Delete ★ Favorite ... More

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9

FAVORITES
4



12:48 PM - 25 Jun 2014



SC Downtown Assoc
@scdowntownassoc



Following

@St_Catharines @WineCountryOnt @scdowntownassoc are excited to launch Wine Route thru Downtown St. Catharines! facebook.com/scdta/posts/10...

Consumer Engagement:

This week's consumer engagement highlight was fan engagement with our #FollowTheTruck content on Twitter. Content about our Taste Ontario VQA Wine Truck continues to be very successful and engaging, as it was this week in Ottawa. To date, #FollowTheTruck (in relation to WCO) has been used **215** times on Twitter and generated **796,115** social media impressions to date!



Wine Country Ontario
@WineCountryOnt

Hey #Ottawa! Visit our Taste Ontario VQA Wine Truck tomorrow 10-2PM on Sparks St. & Elgin! #FollowTheTruck @Live885fm

Reply Delete Favorite More



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bethany harpur
@2ndferment

Following

Sampled goods fr @KacabaVineyards @KonzelmannWines @FieldingWinery Thx @WineCountryOnt! #Ottawa @SparksStreet

Reply Retweeted Favorite More



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Social Channel Update:

- * Twitter Followers: 9,749 (+57 Followers)
- * Facebook Likes: 34,025 (+40 Likes)
- * Instagram Followers: 1,118 (+15 Followers)
- * Klout Score: 67