



February 14, 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:

- * Huff Estates will be profiled for #WineryWednesday
- * Content on the "We Love Wine Country Ontario" restaurant-recognition program
- * Delicious wine and food pairing ideas

Social Media News & Tips:

This week, Twitter began quietly [testing](#) a potentially major profile page re-design that resembles that of Facebook. The design would allow users to put a picture and bio on the left side of their profile page and include a header image across the top. Users' tweet streams would appear underneath the header image. The revamped tweet stream is also a departure from Twitter's signature look with a greater focus on photos and content cards. It moves away from a strictly vertical timeline as well. The redesign could attract more Facebook fans to the channel and positively change the way fans interact with winery Twitter accounts on a daily basis.

Highlight of the Week:

This week's highlight included a Facebook post from February 10th about our Cuvée 2014 contest. Fans were asked to share why they wanted to attend the 2014 Cuvée Grand Tasting and weekend. The last Facebook post on the contest resulted in 6 likes, 11 enthusiastic comments and 1 share to date. Overall, the contest resulted in over 50 passionate entries that demonstrated the love wine fans have for Ontario wine and Cuvée 2014.



Wine Country Ontario

Today is your last chance to win two tickets to the Cuvée Weekend and Grand Tasting starting February 28th! Comment below on why you want to attend to enter. Good luck! Full contest details: <http://ow.ly/tojeD>
#Cuvée2014! www.cuvee.ca



Like · Comment · Share · February 10 at 10:35am · ❄

👍 6 people like this.

Top Comments ▾

🗨 1 share

Consumer Engagement:

This week's consumer engagement highlight was the numerous fan Tweets and entries for our #Cuvée2014 contest. Wine Country Ontario fans showed their passion for the contest and Ontario wine with a series of creative and personal responses on why they wanted to attend the 2014 Cuvée Grand Tasting. The contest was also successful in fostering conversation and excitement around the event and the Cuvée en Route weekend.



Kasia K @AllAboutTheKash · Feb 9

@WineCountryOnt: #Cuvée2014 Because I am a Wine Student who volunteers a TON and would love to attend an event as a guest :)

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Andrea Camara @AndreaCam31 · Feb 9

@WineCountryOnt Since I was a child I have been surrounded by grapes and watching my grandpa and uncles make wine. I love wine! #Cuvee2014

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Joe M @JoeMini · Feb 9

@WineCountryOnt #Cuvée2014daaaah...cuz theres wine...lol

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Chelsey Sneath @GFreeChelsey · Feb 9

@WineCountryOnt local wines, incredible food, a great dress (& heels!) a special evening out for my hubbys birthday = perfection! #Cuvee2014

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SandyT @sassygirlcanada · Feb 9

@WineCountryOnt I would like to attend because I love wine, I could use a weekend in wine country & would tell everyone to go! #Cuvee2014

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Social Channel Update:

- * Twitter Followers: 8,626 (+43 Followers)
- * Facebook Likes: 33,837 (No Change)
- * Instagram Followers: 627 (+38 Followers)
- * TweetLevel Score: 75.5
- * Klout Score: 68