



**November 1, 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 Taste the Season
- \* Content on *We Love Wine Country Ontario*
- \* Rosewood will be profiled for #WineryWednesday
- \* Promotion of Wrapped Up in the Valley

**Social Media Tip of the Week:**

A new social media platform that is gaining traction with younger mobile users is called Pheed. Similar to Twitter and Instagram, Pheed is a platform that allows users to share text, photos, videos along with live video broadcasts and audio which differentiates it from other platforms. Another unique aspect to Pheed is that there is no time limit for video or audio clips, a common complaint from Vine and Instagram users. Though the company says the app is not just for younger users, Pheed has reported that their user base is 81% between age 14 and 25 currently.

**Highlight of the Week:**

This week's highlight was an image post on Facebook from Thursday, October 31<sup>st</sup> – Halloween! The spooky post featured an original creative image of an Ontario wine bottle dressed up for the occasion. The image performed very well with 100 likes, 2 comments and 62 shares to date! The high engagement demonstrates that fans continue to respond well to celebratory seasonal content that involves Ontario wine.



### Consumer Engagement:

This week's consumer engagement highlight was Wine Country Ontario's presence at the Delicious Food Show in Toronto this past weekend. The Wine Country Ontario truck attracted a high-number of attendees at the show and high engagement on social media. While Wine Country Ontario's live tweeting and instagramming resulted in numerous likes, responses and new followers, guests also raved about the truck and quality Ontario wines available at the show on Twitter!



**Alison Crocker**  
@alisoncrocker



Following

Obviously checking out @WineCountryOnt wine truck @deliciousshow #freewine #dfs13 pic.twitter.com/ZMWg6pN3vO

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**Heather R.**  
@sweetkeet



Following

@deliciousshow So thrilled to be here, thanks to @WineCountryOnt! Getting ready to salivate over the @RockLobsterFood demo at 3:00! #yum

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**Erin Hauser**  
@LilBudgetFoodie



Following

Had a great time @deliciousshow! Best part was the @WineCountryOnt wine tasting truck! So cute w/friendly staff. Really liked the 1812 :)

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FAVORITE



**winecountryont**

7 days ago · Better Living Centre

Most popular booth at the show? Perhaps! Guests are loving the VQA Ontario wines tonight. Cheers! #dfs13 @deliciousshow #ontwine #yum #winenot #friday #toronto #tgif #vqa #shineon

♥ thewineboys, freshcanteen, jonbeleno and 10 others like this.



Leave a comment...



**Social Channel Update:**

- \* Facebook Likes: 31, 313 (+4 Likes)
- \* Twitter Followers: 7,982 (+44 Followers)
- \* Instagram Followers: 178 (+38 Followers)
- \* TweetLevel Score: 74.4
- \* Klout Score: 66 (+2)