



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:**

- \* Wine Country Ontario's #Untweetable campaign and Twitter contest launch! Beginning on June 24<sup>th</sup>, WCO will ask fans to send in their best picture or tweet describing the almost "indescribable" beauty of Ontario's wine country to win a trip for two!
- \* Launch of the summer Food & Drink issue on June 26<sup>th</sup> that includes the 2013 Wine Country Ontario Travel Guide
- \* Waupoos Estates Winery will be featured for Winery Wednesday
- \* Content on bike tours in Ontario's wine country
- \* Tips on hosting wine tastings at home

#### **Social Media Tip of the Week:**

- \* This week, Facebook [announced](#) it was adding video to its popular photo-sharing app Instagram, following in the heels of Twitter's growing video-sharing app, Vine. To use the video feature, Instagram users can tap on the same camera icon they use to snap photos
- \* Creating a profile on [TripAdvisor.ca](http://TripAdvisor.ca) is highly recommended to help raise awareness of a winery and connect with potential visitors and wine fans across the world. Wine Country Ontario will highlight Trip Advisor profiles in future Winery Wednesday posts to help promote travel and entice fans to contribute reviews

#### **Highlight of the Week:**

This week, @WineCountryOnt officially surpassed 7,000 fans on Twitter! Over on Facebook, this week's highlight was the notable success of timely/seasonal content for Father's Day, International Picnic Day and Ontario Wine Week. All three Facebook posts featured high engagement levels with wine fans that demonstrate the popularity of lifestyle and consumer event/special occasion content on our Facebook page. The Father's Day post on June 16<sup>th</sup> resulted in 100 likes and 1 share. The lighthearted post on International Picnic day resulted in 90 likes, 19 shares and 5 comments. Finally, our first post on Ontario Wine Week resulted in 72 likes, 4 shares and 3 comments to date.



**Wine Country Ontario**  
Monday near Toronto 🌞

Happy Ontario Wine Week! To celebrate, we'll be highlighting the best of Ontario wine all week long. Stay tuned!

Like · Comment · Share



4



72 people like this.

Top Comments ▾



Write a comment...



**Wine Country Ontario** So great to hear Marian



Like · Reply · Tuesday at 8:20am



**Marian Mc Coll Ford** Oh yeah...the wine tasting too!!

Unlike · Reply · 1 · Monday at 5:17pm



**Marian Mc Coll Ford** Visited this wonderful part the weekend...make sure everyone it is in your to do...it was wonderful...what beautiful country St Niagara on the Lake is.

Unlike · Reply · 1 · Monday at 5:15pm



**John Derkinderen** I need samples.....



**Wine Country Ontario**  
Tuesday 🌞

It's International Picnic Day! Why not grab a blanket, some great Ontario VQA wine and have a picnic outdoors!



**Wine Country Ontario**  
June 16 🌞

Happy Father's Day wine fans!



Like · Comment · Share



1



100 people like this.

Like · Share



19

like this.

Top Comments ▾

## Consumer Engagement:

This week, our Twitter content around #OntarioWineWeek proved to be quite successful and engaging with wine fans, influencers and wineries. While some consumers were surprised to learn about Ontario Wine Week, all reactions were very positive and engaging. This response demonstrates that there is an opportunity for WCO to promote Ontario Wine Week in a bigger way and leverage the positive engagement surrounding this important milestone. Another highlight of the week was a post from Jeff Letvenuk (@KnowJeff: 39) who works at Pillitteri Estates Winery but enjoyed a glass of Rosewood Pinot Noir during the hockey game. Hockey Night In Canada (@hockeynight: 116847) replied to the tweet in a lighthearted manner as did @WineCountryOnt. The post demonstrates that hockey and Ontario wine could make for an interesting pairing and some fun social content next hockey season with Wine Country Ontario!

**Wine Country Ontario**  
@WineCountryOnt

How are you celebrating  
[#OntarioWineWeek](#)?

← Reply Delete ★ Favorite ... More

3  
RETWEETS



3:27 PM · 17 Jun 13

Reply to @WineCountryOnt

**NanM** @tzhewinetalkin  
@WineCountryOnt With the @lyell Solstice this Friday :-)  
Details

**Wine Country Ontario** @WineCountryOnt  
@tzhewinetalkin @yellowwineclub  
Details

**NanM** @tzhewinetalkin  
@WineCountryOnt @yellowwineclub  
Details

**Flat Rock Cellars**  
@Winemakersboots

Following

Yes!" @Inspirehamilton: I think this calls for some FRC Riddled 2008 Sparkling! RT @winecountryont: How are you celebrating #OntarioWineWeek"

← Reply ↻ Retweet ★ Favorited ... More

1  
FAVORITE



**Amanda Kinnaird**  
@Inspirehamilton


Following

I think this calls for some @winemakersboots Riddled 2008 Sparkling! RT @winecountryont: How are you celebrating #OntarioWineWeek?

← Reply ↻ Retweet ★ Favorited ... More


1  
FAVORITE



 **HockeylightInCanada** @hockeynight 15 Jun  
 @KnowJeff @Rosewoodwine @WineCountryOnt Enjoy the game! #hockeynight #CHlvsBOS  
 Details

 **Jeff Letvenuk** @KnowJeff  
 @hockeynight thanks. It's gonna be tough versus the wife for some reason she loves  
[pic.twitter.com/8flrkHbllp](http://pic.twitter.com/8flrkHbllp)  
 Details

 **HockeylightInCanada** @hockeynight  
 Have fun watching! RT @KnowJeff It's go tonight. It's me versus the wife for some reason Bruins  
[pic.twitter.com/5je9gUeL7Q](http://pic.twitter.com/5je9gUeL7Q)  
 Details

 **Sarcastic Elder** @SarcasticElder  
 @KnowJeff @hockeynight your wife's a GO @NHLBruins  
 Details

 **Wine Country Ontario** @WineCountryOnt  
 @KnowJeff @Rosewoodwine @hockeynight pick, sorry about the game. ;)  
 Details

 **Jeff Letvenuk** @KnowJeff 

Enjoying some @Rosewoodwine and @hockeynight after a full day of gardening.  
 #Game2 #Blackhawks @WineCountryOnt  
[pic.twitter.com/53FQICyXB1](http://pic.twitter.com/53FQICyXB1)

 Reply  Retweeted  Favorited  More



1 RETWEET 1 FAVORITE 

6:59 PM - 15 Jun 13 Flag media

## Social Channel Update:

Facebook Likes: 28,243 (+37 Likes)

Twitter Followers: 7,004 (+57 Followers)