



October 4, 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:

- * LCBO #ShineON content
- * Taste Ontario! content (#TasteON2013)
- * Magnotta Winery will be profiled for #WineryWednesday
- * Promotion of Niagara's #PinotAffair

Social Media Tip of the Week:

Pinterest is a pinboard-style photo-sharing website that allows users to create and manage theme-based image collections such as events, interests, and hobbies. Users can browse other pinboards for images, "re-pin" images to their own pinboards, or "like" photos. Since its launch in 2011, the popular online pin-board now boasts a global user base of 70 million. Pinterest offers a visually pleasing user experience that, when coupled with the right product imagery, can become an important and useful social outlet for companies and consumer brands, such as wineries. There are a number of clear reasons as to why small businesses or consumer brands should be using Pinterest: brand awareness, brand imagery and ultimately fan interactions. Yet the defining factor that should organizations into using Pinterest is its e-commerce and sales potential. Recent studies have shown that "Pinterest is the network most likely to drive spontaneous purchasing."

Highlight of the Week:

This week's highlight was an image posted on [Instagram](#) on Saturday, September 28th featuring a beautiful image from Wine Country Ontario's #Untweetable campaign. The image displayed a tasty pairing of white Ontario VQA wine and local cheese. Though our Instagram channel was only launched days prior, the image already attracted 19 likes and 1 comment to date. This high engagement rate is quite impressive for a new channel with a smaller follower count than Twitter and Facebook. The engagement also demonstrates that Instagram can be a powerful visual tool for lifestyle and tourism organizations and is likely to become a key social channel for Wine Country Ontario in 2013.



Consumer Engagement:

This week's consumer engagement highlight included a tweet from Sunday, September 29th which featured a link to winners from the Ontario Wine Awards for fans to use to help choose their next great Ontario wine. The tweet performed quite well with 7 retweets, 1 favourite and 1 response from key influencers and wine fans.



Social Channel Update:

- * Facebook Likes: 31,293 (+15 Likes)
- * Twitter Followers: 7,786 (+66 Followers)
- * Instagram Followers: 90
- * TweetLevel Score: 73.4
- * Klout Score: 65