



**March 28, 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:**

- \* Kacaba Vineyards will be profiled for #WineryWednesday
- \* Promotion of the Good Food & Drink Festival in Toronto
- \* Content on Get Fresh in the Valley

#### **Social Media News & Tips:**

This week, Lithium Technologies [announced](#) that it had acquired social analytics company, Klout, for almost \$200 million. Last month, the company revamped its site with tools meant to help people improve their scores by posting more engaging content on their social media accounts. Though it had trouble monetizing in the past, Klout claimed to be making revenue in the "double digit millions" for the first time last year. The deal demonstrates the growing importance of social media measurement for businesses of all size, including wineries, to help track growth, engagement and influence in the social space.

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

This week's highlight included a Facebook #WineryWednesday post from March 26<sup>th</sup> on Rancourt Winery. The post performed well with 15 likes and 4 shares to date. The engagement levels demonstrate that fans continue to enjoy learning about the amazing wineries located in Ontario's wine country.

It's #WineryWednesday! Nestled in the heart of the Niagara region, Rancourt Winery focuses on producing distinct, high-quality wines from their hand-harvested vineyards. Be sure to try their delish Meritage and Noble Blanc blends.  
[www.rancourtwinery.com](http://www.rancourtwinery.com)



### Consumer Engagement:

This week's consumer engagement highlight was the response to our Instagram image on March 26<sup>th</sup> featuring a stunning image of Thirty Bench taken during the Cuvée 2014 weekend. The post generated 50 likes from fans to date, demonstrating the high engagement rate visible on Instagram and the love for quality photography from our fans.



### Social Channel Update:

- \* Twitter Followers: 8,967 (+58 Followers)
- \* Facebook Likes: 33,831 (+2)
- \* Instagram Followers: 800 (+18 Followers)
- \* Klout Score: 68