



**January 17, 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:**

- \* Continued promotion of the Niagara Icewine Festival #IcewineFest
- \* Reif Estate Winery will be profiled for #WineryWednesday
- \* Wine fact about cool climate wine regions

**Social Media News & Tips:**

A Twitter Chat is a conversation around a certain topic or industry that has a set time and a #hashtag assigned to it. Many organizations engage in Twitter Chats as they often result in high engagement, attention for the brand, follower increases and can prove to be quite insightful on the selected topic and your followers. [Twubs](#) is free and simple Twitter tool to help organizations manage live Twitter Chats. Twubs gives users a customized branded page, brand protection (block spam/bad words), pre-loaded hashtags with each Tweet, program reporting and best of all - it's completely free.

**Highlight of the Week:**

This week's highlights include Niagara #IcewineFest content on Facebook, Twitter and Instagram. Posts around the festival performed very well on all our channels as we led into the second weekend of the Icewine celebration. A Facebook post from January 17<sup>th</sup> resulted in 55 likes, 2 comments and 3 shares to date. A tweet from January 13<sup>th</sup> containing a Icewine #WineFact resulted in 7 retweets to date. The engagement demonstrates the love our fans have of the festival, Ontario wine and Wine Country Ontario.



### Consumer Engagement:

This week's consumer engagement highlight was the success of our post on Facebook and Twitter that featured an infographic and map on Canada's different wine regions, published by the Wine Council of Ontario. The post proved to a hit with fans and influencers alike, with 49 likes and 26 shares to date – including by Southbrook and Sandbanks wineries. The corresponding tweet resulted in 5 retweets and 5 favourites to date. The success shows that interesting educational content, which is easily sharable, continues to perform very well on Facebook.



#### Social Channel Update:

- \* Twitter Followers: 8,410 (+59 Followers)
- \* Facebook Likes: 33,550 (+683 Likes)
- \* Instagram Followers: 493 (+84 Followers)
- \* TweetLevel Score: 74.4
- \* Klout Score: 68