



September 13, 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
- * Promotion of Prince Edward County's TASTE
- * Closson Chase will be profiled for #WineryWednesday
- * Promotion of the Niagara Wine Festival

Social Media Tip of the Week:

TweetDeck is a free social media dashboard application for management of Twitter accounts. Like other Twitter applications, it interfaces with Twitter to allow users to send and receive tweets, view profiles, track conversations and more. TweetDeck's interface consists of a series of customizable columns, which can be set up to display your Twitter timeline, mentions, direct messages, lists, trends, favorites, search results, hashtags or all tweets by or to a single user. TweetDeck and other Twitter applications are useful tools for organizations such as wineries to help manage their Twitter feed and keep track of social conversations about their winery or the wine industry as a whole.

Highlight of the Week:

This week's highlight was a post on Wednesday, September 11th featuring a #WineryWednesday post on Colio Estate Winery. The post resulted in 26 likes and 1 share to date which demonstrates that Winery Wednesday content continues to be popular with fans.



Wine Country Ontario

Yesterday

It's Winery Wednesday! Over 30 years ago, Colio Estate Wines was one of the first wineries to establish itself in Lake Erie North Shore. Every Sunday afternoon in September the winery hosts Sound-Bite Sundays where you can enjoy local music, a tasty lunch and sip on their excellent wines! #LENS www.coliowinery.com



Like · Comment · Share



1

👍 26 people like this.

Consumer Engagement:

This week's consumer engagement highlight was a retweet by @TriusWines which asked fans to name their new cement fermentation tank. The retweet resulted in numerous responses from fans with creative and lighthearted idea names. The content demonstrates that Twitter can be an ideal setting for playful content that appeals to fans and helps build connections.


Wine Country Ontario
@WineCountryOnt

Suggestions? RT @TriusWines W name for our new cement ferment tank. Any ideas? #ontariowine
pic.twitter.com/fbrQefT9UD

 Reply
 Delete
 Favorite
 More



9:14 AM - 10 Sep 13


Mark Starkey @MMMStarks
@WineCountryOnt @TriusWines Fermentor
10 Sep

Details


Calvin Hanselmann @TheEvilDoctorD
@WineCountryOnt @TriusWines Bubba.
10 Sep

Details


Calvin Hanselmann @TheEvilDoctorD
@WineCountryOnt @TriusWines Look at a Bubba Keg grill and that tank and tell me they're not related. :)
10 Sep

Details


Trius Winery @TriusWines
@theevildoctord @WineCountryOnt It's true - this tank screams the name, Bubba.
10 Sep

Details


Trius Winery @TriusWines
@mmmstarks @WineCountryOnt great minds think alike - a Facebook liker picked the same name and the team loved it so much we're keeping it!
10 Sep

Details


Calvin Hanselmann @TheEvilDoctorD
@TriusWines What kind of wine will Bubba make first?
@winecountryont
10 Sep

Details


Trius Winery @TriusWines
@theevildoctord Pinot Gris, Gewurztraminer and then it's on to Showcase reds!
11 Sep

Details

Social Channel Update:

- * Facebook Likes: 32,251 (+8 Likes)
- * Twitter Followers: 7,612 (+14 Followers)
- * TweetLevel Score: 73.4
- * Klout Score: 58