



November 21, 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 com.motion. 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:

- Inniskillin Wines will be profiled for #WineryWednesday
- Continued promotion of #TasteTheSeason
- Promotion for #FollowTheTruck at the Toronto Christmas Market
- Delicious Ontario VQA wine pairing content

Relevant Hashtags:

#ONwine	#WineCountryON
#Harvest2014	#CDNwine
#GotTheGuide	#VQA
#FollowTheTruck	#GoLocal
#Wassail	#TasteTheSeason

Social Media News & Tips:

This week, Twitter announced that it is going to make it easier for users and brands to search for every tweet ever sent. For years, users have been able to use search.twitter.com to find tweets about certain topics and to surface tweets around specific events. Previously, users had to rely on third-party tools to really hone-in on a specific tweet in a user's timeline or on a specific date. That will soon change as the company announced that Twitter now indexes every public tweet since 2006. While limited currently, the feature will continue to grow as Twitter fine-tunes the service. For brands and wineries, the tool could prove to be useful to find new fans on social media or look back for consumer feedback about events, products, launches and much more.

Highlight of the Week:

This week's engagement highlight was a tweet promoting Prince Edward County's festive celebration Wassail. The Tweet generated 7 Retweets, 48 clicks and 1,625 impressions to date! Engagement levels indicate that information on festive events and celebrations in wine country continue to be popular with our fans as the holiday season ramps up.



Wine Country Ontario @WineCountryOnt · Nov 17

Prince Edward County's most unique wine celebration, **#Wassail** is back this weekend! singwassail.tourpec.com
#PEC pic.twitter.com/DuB3LrDymk



[View Tweet details](#)

Consumer Engagement:

This week's consumer engagement highlight was the engagement around a stunning cellar photo posted on Facebook from Ravine Vineyard. Originally posted on Instagram last week, the image generated 55 likes, 5 comments, 4 shares, 25 clicks, 969 views and a number of new Instagram followers. The success demonstrates the importance of utilizing image assets on all social channels and cross promoting our handles to attract new followers.



Wine Country Ontario

November 18 at 10:37am · 🍷

Check out this beautiful picture from Ravine Vineyard Estate Winery and more on our Instagram channel at <http://instagram.com/winecountryont>. Remember to tag us in your pictures!



Social Channel Update:

- * Twitter Followers: 13,342 (+24 Followers)
- * Facebook Likes: 34,360 (+9 Likes)
- * Instagram Followers: 1,617 (+20 Followers)
- * Klout Score: 68