



**August 1, 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:**

- \* Colaneri Estate Winery will be profiled for #WineryWednesday
- \* Content supporting the 20th Annual Vintage Tasting, #TriusBlues and more
- \* Continued #GotTheGuide, #FollowtheTruck and Visa #InfiniteDining content

**Relevant Hashtags:**

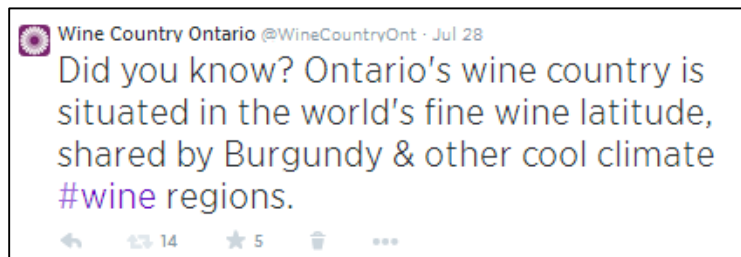
#ONwine	#WineCountryON
#FollowtheTruck	#InfiniteDining
#CDNwine	#GotTheGuide
#VQA	#GoLocal

**Social Media News & Tips:**

This week, Twitter announced that it had now attracted 271 million users around the world, including 211 million active users on mobile which represents 78 per cent of their base. While still a fraction of Facebook's 1.3 billion users, Twitter continues to show tremendous growth each year, particularly with mobile users and during times when world-wide events such as the World Cup or Olympics are hosted. During these international events, Twitter has become an important destination for fans around the world to follow breaking news, broadcast their opinions and engage with other fans in just seconds. As the channel continues to grow, it is recommended for wineries to consider Twitter as part of their ongoing social strategy, given that Canadians are increasingly using the channel on a daily basis on their mobile devices.

### Highlight of the Week:

This week's highlight was the engagement surrounding our educational tweet on July 28 regarding Ontario's wine country and the placement on the wine map in relation to other cool climate wine regions. The tweet resulted in 14 Retweets and 5 Favourites to date. The success demonstrates that content that highlights and celebrates Ontario's renowned wine country do well with our passionate fans and supporters and often results in them sharing it with their follower base.



### Consumer Engagement:

This week's consumer engagement highlight was the continued warm reception from fans to our #GotTheGuide content on Twitter and Facebook. Our Facebook post on the 2014 Wine Country Ontario Travel Guide on July 28 generated 12 likes, 2 comments and 7 shares to date, with 818 views. Our tweet on the same date resulted in 9 Retweets and 4 Favourites. The level of engagement evident on our social channels this summer shows that the 2014 Wine Country Ontario Travel Guide is resonating very well with Ontario wine lovers.



### Social Channel Update:

- \* Twitter Followers: 10,901 (+305 Followers)
- \* Facebook Likes: 34,121 (+17 Likes)
- \* Instagram Followers: 1,244 (+27 Followers)
- \* Klout Score: 67