



October 10, 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:

- Featherstone Winery and Vineyard will be profiled for #WineryWednesday
- Continued content on #LCBOTasteLocal and #FeastON
- Delicious Ontario VQA wine pairing content

Relevant Hashtags:

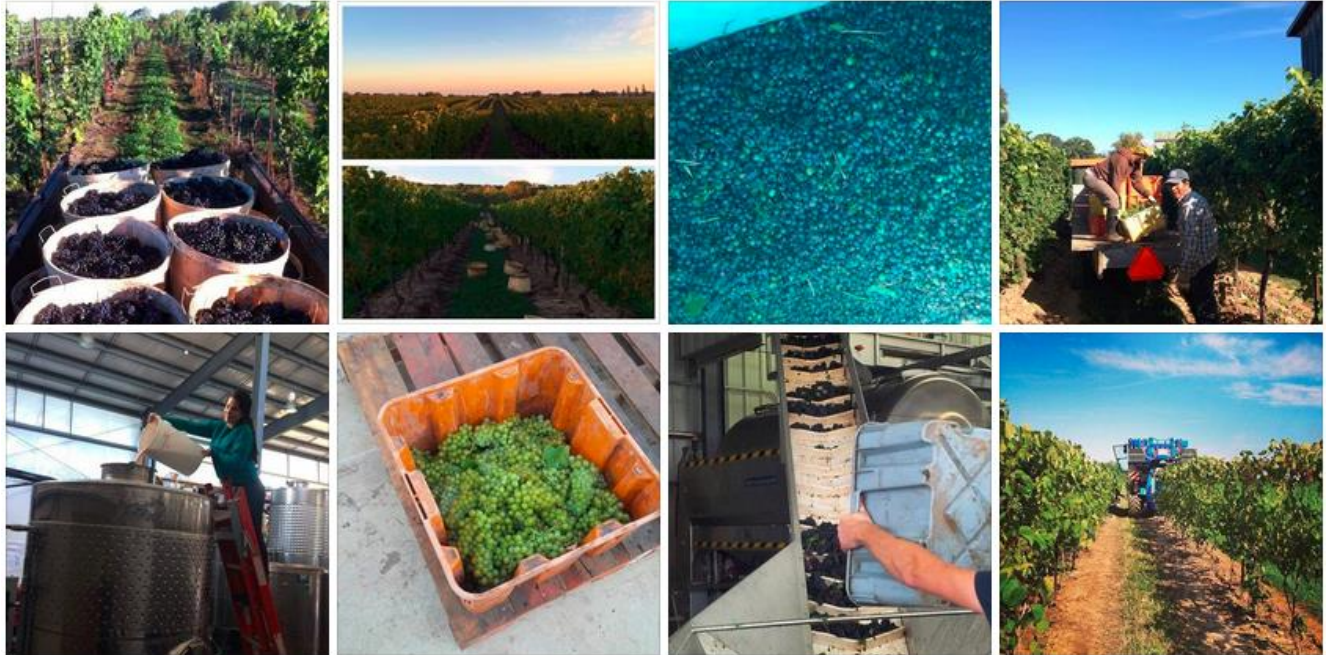
#ONwine	#WineCountryON
#Harvest2014	#CDNwine
#GotTheGuide	#VQA
#LCBOTasteLocal	#GoLocal

Social Media News & Tips:

This week, Snapchat [announced](#) that ads would soon be coming to Snapchat's new platform, *Stories*. Launched just last year, *Stories* lets users post a string of photos and videos that remain live for 24 hours. Though launched as a quick-messaging service, Snapchat has morphed into a successful video channel within the last year. Since June, videos have officially overtaken messages as the app's most popular content. Snapchat's *Stories* can be creative, fast-paced, intimate or slapstick videos that are typically several minutes long. The organization suggested the ads won't be placed on personal messages but would run on *Stories* or *Our Stories*, where users will be able to skip the ads. Though the channel is quite new, Snapchat currently attracts a youthful demographic that brands and wineries shouldn't ignore. As younger social media users continue to engage socially on other channels other than Facebook, Snapchat and Instagram are expected to experience tremendous growth in 2015.

Highlight of the Week:

This week's engagement highlight was around our live #Harvest2014 image gallery on Facebook. Fans enjoyed the beautiful and behind-the-scenes imagery of some of their favourite local Ontario wineries during harvest time. The gallery has generated 32 likes, 2 shares and a reach of 1,407 so far. The engagement shows that fans love exclusive photography and enjoy getting a "behind-the-scenes" look at the workings of Ontario winemakers. Providing unique and interesting content is always a sure fire way of engaging social fans.



Consumer Engagement:

This week's consumer engagement highlight was the engagement around Wine Country Ontario's presence at this year's popular #BlissDomCA blogger conference on October 3rd. Excited attendees Tweeted about the wineries that were taking part and the delicious local Ontario VQA being served, with numerous mentions about their desire to visit wine country. During the course of the week, @WineCountryOnt and Ontario wine were mentioned **194** times on Twitter in relation to the conference, resulting in **784,835** social media impressions on Twitter alone.

Kylie Toner @Kylie_Toner · Oct 3
 Ready to serve up our Earth & Sky wines at the @CdnLentils Carnival party 🍷
 #BlissDomCA #LoveLentils
 @WineCountryOnt



2 3 View more

Kylie Toner favorited
 Krystina Roman @Rosewoodwine · Oct 3
 Can you do the can-can? The ladies at #BlissDomCA @CdnLentils carnival! @WineCountryOnt

Natalie McKay favorited
 SandyT @sassygirlcanada · Oct 3
 Thank you @WineCountryOnt for the yummy wines at tonight's @BlissDomCanada party!! #BlissDomCA

dorisdays @dorisdays88
 @winecountryont thanks for the great wine #Blissdomca

Reply Retweet Favorited More



Social Channel Update:

- * Twitter Followers: 13,140 (+50 Followers)
- * Facebook Likes: 34,303 (+8 Likes)
- * Instagram Followers: 1,482 (+36 Followers)
- * Klout Score: 68 (+1)