



September 27, 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
- * Taste Ontario! Ottawa content
- * Flat Rock Cellars will be profiled for #WineryWednesday
- * Promotion of Wine Country Ontario's new Instagram channel

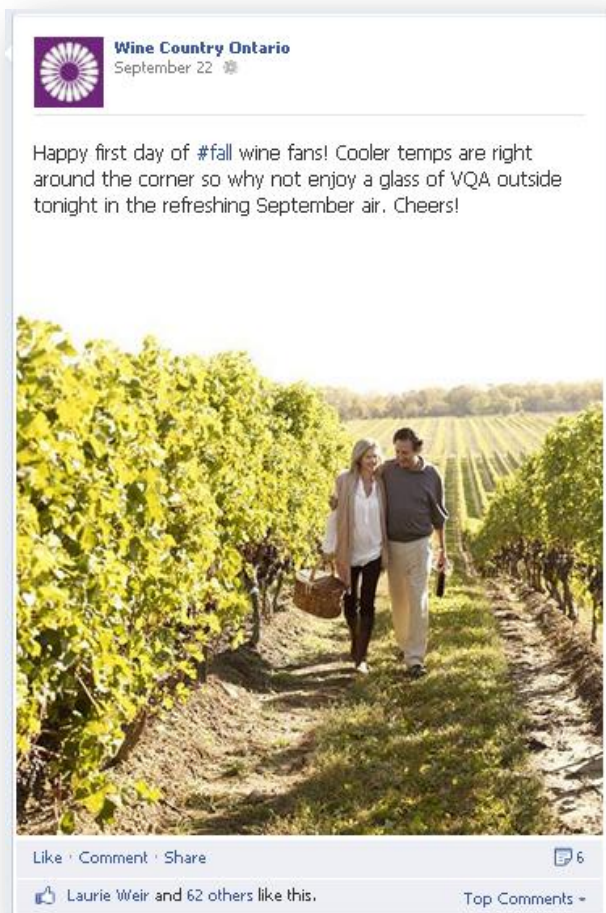
Social Media Tip of the Week:

Wine Country Ontario is very excited to announce that we have officially launched our new Instagram channel this past Monday, September 23rd! The account can be visited by searching for our handle within the Instagram app (@WineCountryOnt) or visiting [Instagram.com/winecountryont](https://www.instagram.com/winecountryont) where you can view our photos and interact with our posts by logging into your account. In the first 48 hours, we attracted over 50 followers and 20 likes on our first two photos. We will begin promoting the channel on Facebook and Twitter starting next week, which will help spread the word amongst wine fans! If your winery has an Instagram account, we encourage you to follow us and engage with us on this new and exciting platform.

If you have photos to share, please complete the form that was sent earlier this summer and email it along your photos and captions to wco@veritasinc.com. These don't have to be professional shots, but instead they can be candid shots taken with your phone or digital camera. We look forward to seeing them!


Highlight of the Week:

This week's highlight was a image post on September 22, posted to celebrate the first day of fall. The beautiful image of Ontario's wine country performed quite well with 63 likes, 1 comment and 6 shares to date! The engagement levels demonstrate that wine fans are excited for the fall season in Wine Country Ontario.



Consumer Engagement:

This week's consumer engagement highlight included one of our #Untweetable winners and her trip to beautiful #PEC over the weekend. Bethany tweeted about her visits to Norman Hardie, Karlo Estates and more. Her tweets demonstrated that while pictures and tweets are great, there is nothing like being there in person to taste and experience what Ontario has to offer!

 **bethany harpur**
@2ndferment


Wrapping up an #untweetable day in #PEC, but not without stopping @KarloEstates 4 some Frontenac Gris Rose. Good 2 see u richard&sherri


← Reply ↻ Retweet ★ Favorite ⋮ More

1
FAVORITE

3:53 PM - 21 Sep 13

Reply to @2ndferment @KarloEstates

 **Karlo Estates** @KarloEstates 21 Sep
"@2ndferment: Wrapping up #untweetable day #PEC, but not without stopping @KarloEstates 4 Frontenac Gris Rose. Good 2 see u richard&sherry"

 **Karlo Estates** @KarloEstates 21 Sep
"@2ndferment: Wrapping up #untweetable day #PEC, but not without stopping @KarloEstates 4 Frontenac Gris Rose. Good 2 see u richard&sherry"


 **bethany harpur**
@2ndferment

We'll see you for #untweetable lunch! RT @normhardie Pizza oven firing all day today & tomorrow #PEC @WineCountryOnt

← Reply ↻ Retweeted ★ Favorite ⋮ More


1
RETWEET

10:34 AM - 21 Sep 13

 **bethany harpur**
@2ndferment

Dining in among the steel tanks @normhardie Music's on, laughter, pizza oven fired up #goodtimes #pec #untweetable pic.twitter.com/Pako41KKVY

← Reply ↻ Retweet ★ Favorite ⋮ More



Social Channel Update:

- * Facebook Likes: 31,278 (+14 Likes)
- * Twitter Followers: 7,720 (+54 Followers)
- * TweetLevel Score: 73.4
- * Klout Score: 65 (+1)