



November 28, 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:

- Rennie Estate Winery will be profiled for #WineryWednesday
- Promotion of @TheVQAWineTruck at the Toronto Christmas Market in The Distillery
- Launch of WCO's 3rd annual 12 Days of Wine Country gift promotion (#12daysVQA)
- Promotion of the upcoming Niagara Icewine Festival
- Promotion of the final weekend of PEC's #Wassail festival
- Seasonal Sommelier Ontario VQA wine pairing content

Relevant Hashtags:

#ONwine	#WineCountryON
#CDNwine	#GoLocal
#FollowTheTruck	#WrappedUp
#VQA	#GotTheGuide
#LCBOTasteLocal	#12daysVQA
#TastetheSeason	#IcwineFest
#Wassail	

Social Media News & Tips:

Last week, [Facebook announced yet another change](#) around the reach of organic content. In the past couple of years, Facebook's changes to its algorithm have meant that fewer and fewer brand page fans are seeing posted content – in fact, it's dwindled to less than 2%. Starting in January 2015, Facebook will further limit what your fans will see and will start to restrict any posts that are too “promotional in nature.” This would include contest-related content, product-specific posts and posts which contain copy straight from an ad.

While the true extent and impact of these changes remain to be seen, there are things you can do to ensure your content is reaching News Feeds as much as possible:

- Strategically select specific posts to support with advertising dollars
- Carefully review all content to avoid overly promotional language, such as:
 - Buy our new wine
 - Sign up for our newsletter
 - Sale / Discount / Special Offer
- Continue to create engaging, relevant, authentic content written in a manner that will resonate with fans and not appear as advertising.

Highlight of the Week:


This week's engagement highlight includes content posted on Instagram on November 26th. Our post from 13th Street Winery Bakery generated 78 likes and 5 comments to date. With the holidays around the corner, fans are receptive to local and creative hostess gift ideas and wineries have an opportunity to capitalize on this important gifting season.







Consumer Engagement:

This week's consumer engagement highlight was our Winery Wednesday post featuring Inniskillin Wines on November 26th. Our content included four high quality images and showcased Inniskillin's recent win for the Top Canadian Producer Award at the 2014 International Wine and Spirit Competition in London. Fans enjoy engaging with content

that includes quality photography and that celebrates the award-winning wines made in Ontario. The post generated 29 likes and 4 comments to date.

**Wine Country Ontario**
November 26


It's #WineryWednesday! Located in Niagara-on-the-Lake, [Inniskillin Wines](#) is open year-round with daily tours and tastings of their celebrated wines. The winery recently won the Top Canadian Producer Award at the 2014 International Wine and Spirit Competition in London. Congrats! [www.inniskillin.com](#) (4 photos)





Like · Comment · Share


29 people like this. Top Comments




**Heather Bishop** My favorite as well, even though a bit harder to find in Montreal.
Like · Reply · 1 · November 26 at 3:04pm

**Wine Country Ontario** Hi Heather Bishop, you'll have to come visit us in Ontario soon!
Like · November 26 at 6:21pm



**Deborah Timpano** A great wine for any situation
Like · Reply · 1 · Yesterday at 7:14am

**Heather Rosen** My FAVOURITE Canadian winery. Especially the Cabernet-Merlot and, of course, their famous Vidal Icewine.
Like · Reply · 1 · November 26 at 2:47pm

Social Channel Update:

- * Twitter Followers: 13,383 (+65 Followers)
- * Facebook Likes: 34,376 (+25 Likes)
- * Instagram Followers: 1,637 (+40 Followers)
- * Klout Score: 67 (-1)