



February 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 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:

- * Live posting from the #Cuvée2014 Grand Tasting and weekend
- * Content on Wine Country Ontario's route planner and event listings
- * Delicious wine and food pairings

Social Media News & Tips:

This week, it was announced that mobile messaging company WhatsApp is being purchased by Facebook in a \$19 billion blockbuster deal. According to Facebook, the acquisition of WhatsApp was to speed up the company's "ability to bring connectivity and utility to the world". Part of WhatsApp's appeal to Facebook is its huge user base with more than 450 million people using it each month – 70 per cent of them active on any given day – and the number of new registered users rising by a million a day. However, the company noted that WhatsApp's messaging product and Facebook's existing Messenger app will continue to operate as standalone apps.

Highlight of the Week:

This week's highlight included a Facebook post from February 21st featuring a question to fans on what wine they planned to enjoy on Friday evening. The post resulted in 3 likes and 6 enthusiastic comments only hours after posting. Conversational content often leads to engagement from our fans who enjoy talking about Ontario wine as the weekend quickly approaches.



Consumer Engagement:

This week's consumer engagement highlight was a retweet from February 20th celebrating Team Canada's gold medal in women's hockey at the 2014 Winter Olympics. The retweet performed quite well with 6 retweets and 8 favourites to date. The success demonstrates that fans enjoy when Wine Country Ontario tweets about popular lifestyle and consumer events, not necessarily involving wine. Events such as a winning Olympic hockey game are prime opportunities to celebrate with our fans or potential new consumers watching the game and following popular hashtags.



Wine Country Ontario
@WineCountryOnt

Congrats to the women's hockey team on their GOLD! #Proud RT @CDNOlympicTeam A golden lineup. #WeAreWinter pic.twitter.com/P6iXb0Cw2B

Reply Delete Favorite More



RETWEETS 6
FAVORITES 8



Social Channel Update:

- * Twitter Followers: 8,626 (+23 Followers)
- * Facebook Likes: 33,839 (+2 Likes)
- * Instagram Followers: 681 (+54 Followers)
- * TweetLevel Score: 75.5
- * Klout Score: 68