



**May 23, 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:**

- \* Strewn Winery will be profiled for #WineryWednesday
- \* Tasty food and #VQA wine pairings
- \* Content on #GrazetheBench and #NewVintage Festival
- \* Continued content on the 2014 Travel Guide #GotTheGuide

#### **Relevant Hashtags:**

#ONwine	#WineCountryONT
#DiscoverON	#GrazetheBench
#CDNwine	#GotTheGuide
#VQA	#GoLocal
#NewVintage	#i4c14

#### **Social Media News & Tips:**

With the constant updates and changes to social media platforms these days, it is important for brands and social media managers to keep informed about any layout updates to profiles and sizing requirements for images that get implemented. This will ensure images featured on pages are set at the right resolution and always appear in the best quality. With the recent Twitter profile update, Twitter banner images were expanded and are now recommended to be sized at 1500 x 500px, though some social users report that 1500 x 421px is actually best. It is important to note that images will appear different on desktop and mobile, so it is key to pick a graphic that will work well on both. For updated image dimensions, check out this recent article on [SocialMediaToday.com](http://SocialMediaToday.com).

### Highlight of the Week:

This week, Wine Country Ontario's official Instagram channel surpassed 1,000 followers since launching in late 2013! In only 8 months, we have attracted nearly 1,020 followers and amassed over 3,500 image likes on only 145 photos. The channel is poised to become an increasingly important visual tool to help tell the story of Ontario's beautiful wine country and spread the word on the quality wine produced here.



### Consumer Engagement:

This week's consumer engagement highlight has been the social response to the launch of the 2013 Wine Country Ontario Travel Guide. Since the launch #GotTheGuide on May 16<sup>th</sup>, the hashtag has been used 65 times and has generated 177,031 social media impressions on Twitter. One tweet from May 16<sup>th</sup> resulted in 16 Retweets and 5 Favourites to date. The engagement levels demonstrate that fans are excited for the summer season in wine country and look forward to the launch of the guide each year to help them plan their visit.



### Social Channel Update:

- \* Twitter Followers: 9,477 (+65 Followers)
- \* Facebook Likes: 33,911 (+8 Likes)
- \* Instagram Followers: 1,013 (+31 Followers)
- \* Klout Score: 68