



DESTINATION
BRITISH COLUMBIA™

STANDARDS OF CONDUCT

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PURPOSE AND APPLICATION OF OUR STANDARDS OF CONDUCT

At Destination BC, the success of our business relies on the integrity of our systems and people involved in providing our products and services. We require every Destination BC employee to fulfill our promise to conduct our business with professionalism and honesty.

We recognize that business situations are, at times, complex and that the right decision or action may not always be clear. These **Standards of Conduct** are designed to be a framework to give employees guidelines and direction to help make the right decision. If you have questions or issues concerning any aspect of this policy, you are responsible to discuss the matter with your manager. Employees who fail to comply with these standards may be subject to disciplinary action up to and including dismissal.

These Standards apply to all full-time, part-time, regular and auxiliary employees, and the requirement to comply is a condition of employment.

All new employees must review and agree to the terms of the Standards of Conduct prior to commencing employment and are to be reviewed annually as part of the Performance and Professional Development Planning process.

These Standards, which have been adopted and approved by Destination BC's Board of Directors, are reviewed on a regular basis and revised as necessary.

As a Crown Corporation, we represent Government in our actions, and employees of Destination BC are also covered by the **Public Service Act**, and governed by the **BC Public Service Standards of Conduct**.

LOYALTY

Destination BC employees have a duty of loyalty to the government as their employer. You must act honestly and in good faith and place the interests of the employer ahead of your own private interests. The duty committed to in the Oath of Employment requires Destination BC employees to serve the government of the day to the best of their ability.

CONFIDENTIALITY

In the course of your duties you will have access to confidential information. Protecting confidential information is a crucial business practice.

If you are in doubt about whether information is confidential information, you should assume that it is unless otherwise advised by your Manager.

As a Destination BC employee, you should safeguard confidential information by keeping such information secure and limiting access to only those who 'need to know' in order to do their job. Do not discuss confidential information in public areas such as elevators, boarding lounges and aircraft or over mobile phones in public places where you could be overheard.

Do not give out information received through your position that is not available to the general public unless prior authorization is given for its release.

Access to Destination BC Computer Systems

Destination BC computer systems, data, programs and communication systems are the property of Destination BC. If you have access to Destination BC's computing and communication devices, you are expected to use them in a responsible manner for the benefit of Destination BC. Do not disclose your computer system passwords and/or user identification to anyone or allow anyone to access the Destination BC computer system via your access.

As a PSA Crown, Destination BC policies regarding appropriate use of government information and information technology resources are directed by the Office of the Chief Information Officer Policy Directive and further detail can be found in the policy: http://icw.cscd.gov.bc.ca/isb/security/docs/Acceptable_Use_policy.pdf.

Retention of Records

All records created or received by Destination BC are considered government records and must be managed in accordance with B.C.'s Document Disposal Act regardless of their form or medium. Destination BC retains and disposes of records in accordance with approved retention and disposition schedules. Any records created by you are under the custody and control of Destination BC and must be retained in accordance with the retention and disposition schedules.

Freedom of Information and Protection of Privacy Act (FOIPPA)

Destination BC is also required to comply with the information access and protection of privacy requirements established in B.C.'s Freedom of Information and Protection of Privacy Act. FOIPPA grants the Office of the Information and Privacy Commissioner the power to audit or investigate Destination BC's freedom of information and privacy protection practices and to order changes where there are findings of non-compliance.

Records created by you may be subject to an access to information request and if requested, you are required to provide them to Destination BC's Information and Privacy department, who will apply FOIPPA in Destination BC's response to the request.

Destination BC collects personal information from many individuals in the course of normal business activity. FOIPPA outlines the requirements that all B.C. public bodies, including Destination BC, must apply to protect personal information. Destination BC must comply with the provisions of FOIPPA when collecting, accessing, using, disclosing, storing and disposing of Personal Information.

Supplier, Competitor or Business Information

It is common within Destination BC to acquire information about other organizations, including Destination BC's competitors. In fact, Destination BC sometimes gathers a variety of information from legitimate sources to evaluate best business practices, and marketing methods. This is an ethical business activity.

It is not ethical to use illegal means to acquire a competitor's trade secrets or other confidential information. If information is obtained by mistake that may constitute a trade secret or confidential information of another person or business, or if you have questions about the legality of information gathering, you should immediately consult with your Manager.

You are expected to follow Destination BC's procedure for entering into non-disclosure agreements with Service Providers or others when appropriate and uphold Destination BC's obligations under such agreements.

Confidentiality of Information after Leaving Destination BC

After your employment with Destination BC ends, you must not disclose confidential information that you obtained through your employment with Destination BC.

PUBLIC COMMENTS

Destination BC employees may comment on public issues but must not engage in any activity or speak publicly where this could be perceived as an official act or representation (unless authorized to do so).

You must not jeopardize the perception of impartiality in the performance of your duties through making public comments or entering into public debate regarding corporate policies. You must not use your position in government to lend weight to the public expression of your personal opinions.

POLITICAL ACTIVITY

It is critical that we maintain impartiality in relation to our Destination BC duties and responsibilities when any of us engages in political activities. The resources of a Crown Corporation cannot be used in such a way as to create an impression that the corporation favours one political party over another.

Destination BC employees may participate in political activities including membership in a political party, supporting a candidate for elected office, or seeking elected office. Employees' political activities, however, must be clearly separated from activities related to their employment.

If engaging in political activities, you must remain impartial as well as conveying the perception of impartiality in relation to your duties and responsibilities. Employees must not engage in political activities during working hours or use government facilities, equipment, or resources in support of these activities.

Partisan politics are not to be introduced into the workplace; however, informal private discussions among co-workers are acceptable.

WORKPLACE BEHAVIOUR

We share the responsibility of creating a safe and healthy work environment where everyone is treated with dignity and respect.

Destination BC is committed to providing a workplace that is free from harassment and at all times operates in accordance with the Human Rights Code and similar legislation. As such, you are expected to interact with colleagues, contractors, service providers, stakeholders and the public in a professional, respectful and courteous manner. Behaviour that will strain work relationships or contribute to a negative work environment is unacceptable and will not be tolerated.

Further, the conduct of Destination BC employees in the workplace must meet acceptable social standards and must contribute to a positive work environment. Bullying or any other inappropriate conduct compromising the integrity of Destination BC will not be tolerated.

All employees may expect and have the responsibility to contribute to a safe workplace. Violence in the workplace is unacceptable. Violence is any use of physical force on an individual that causes or could cause injury and includes an attempt or threatened use of force.

You must report any incident of violence. Any employee who becomes aware of a threat must report that threat if there is reasonable cause to believe that the threat poses a real or perceived risk of injury. Any incident or threat of violence in the workplace must be addressed immediately.

You must report a safety hazard or unsafe condition or act in accordance with the provisions of the WorkSafeBC Occupational Health and Safety Regulations. Information on Destination BC's OSH committees can be found on the corporate share drive.

CONFLICTS OF INTEREST

Our customers, stakeholders, and colleagues must be able to trust that we will exercise our discretion in a manner that is free from taint of personal interest.

In the workplace, conflicts of interest typically occur when the personal interests of employees, contractors, Board members, or members of their families and friends conflict with the business of the company, raising doubts about the impartiality of the business decisions made and the integrity of the person making those decisions, and the corporation which employs them.

In order to preserve a reputation for honest and fair dealing, you must avoid situations where someone could reasonably perceive that there is a conflict between your personal interests and your role as an employee, even if you have no intention of acting unfairly or dishonestly.

There may be circumstances in which your private interests may be incompatible with your role at Destination BC. These guidelines provide examples of the types of activities or interests that you are required to disclose. You should be cognizant that the potential for a conflict of interest may change upon accepting a new role or different position within Destination BC.

Guidelines and rules to avoid conflicts of interest are designed to protect the interests and reputation of Destination BC and each employee. The principles underlying conflict of interest rules are impartiality and integrity. As a Destination BC employee, you cannot be perceived by the public as being impartial and acting with integrity if you could derive a personal benefit from a decision.

Definition of Conflict:

A real conflict of interest denotes a situation in which you have knowledge of a private economic interest that is sufficient to influence the exercise of your duties and responsibilities as an employee of Destination BC.

- An apparent conflict of interest exists when there is a reasonable apprehension, which reasonable well-informed persons could properly have, that a conflict of interest exists. This applies even when no conflict is found to actually exist.

Rules pertaining to Conflict:

- You must avoid any situation or decision-making in which there is a real or apparent conflict of interest or an apprehension of bias.
- You must not use your position at Destination BC to pursue or advance your personal interests, the interest of a family member or an associate, or the interest of a person to whom you owe an obligation.
- You must not directly or indirectly benefit from a transaction with Destination BC over which you can directly or indirectly influence a decision relating to the transaction. You must not take personal advantage of an opportunity available to Destination BC unless Destination BC has clearly and irrevocably decided against pursuing the opportunity and the opportunity is also available to other employees or the public.
- You must not use your position at Destination BC to solicit clients for a business or partnership you are personally involved with, or for a business operated by a family member, close friend, associate, a corporation in which you or a family member has a controlling interest, or for a person or a person's business to whom you owe an obligation.

Guidelines & Examples for Evaluation of Conflict

There are several situations that could give rise to a conflict of interest, or apparent conflict of interest or an apprehension of bias. The most common are accepting gifts, favours or financial benefits from suppliers, close or family relationships with suppliers, disclosing confidential information or using confidential information inappropriately. The following are examples of these types of situations:

- Participating in a decision to hire or promote a family member or friend.
- Influencing Destination BC to make its travel arrangements through a travel agency owned by a close friend, associate or family member.
- Acting as a service provider or retailer.
- Situations where you or someone you know would personally benefit from unauthorized disclosure or inappropriate use of information acquired through your employment with Destination BC.
- Situations in which you, a close friend or associate could personally benefit from your influence in Destination BC decisions, such as through investments, loans, purchases, sales, contracts, grants and regulatory or discretionary approvals and appointments.

You must disclose any circumstances that could be perceived as a real or an apparent conflict of interest.

Acceptance of Gifts

Giving or receiving gifts or entertainment can build understanding and expand relationships in everyday business life, but it can also cause a conflict of interest between personal interests and professional duty. Gifts and entertainment may erode the confidence and trust of others in the honesty and fairness of our business decisions and undermine confidence and trust in the integrity of the management of the Corporation.

You must not accept gifts from suppliers, customers or anyone else connected to Destination BC in a business relationship. The only exceptions are modest promotional or expressions-of-gratitude items which are of limited value and which are available on a widespread basis (i.e. which are not specifically reserved for us) such as inexpensive pens, mugs, or calendars. Cash, as well as alcohol, regardless of the value, are never an acceptable form of gift giving or receiving and must be refused.

Gifts and prizes must be distinguished from events where we are building business relationships. If a supplier offers an employee free tickets to an event to use as they please, the tickets are gifts and must be refused. If, on the other hand, an employee is invited to attend the event with a supplier, this is acceptable. To avoid the perception of undue influence with a given supplier, the frequency of attendance at an event with a given supplier must be justifiable in the circumstances.

Entertainment may be offered or accepted in the ordinary course of business provided it is reasonable and modest and the frequency is justifiable in the circumstances. If you are in doubt whether the entertainment is reasonable and modest, you should obtain prior approval from your Manager.

You should always consider the following questions in relation to gifts or entertainment:

- Would the gift or entertainment be likely to or appear to influence my objectivity or the objectivity of the person to whom I am receiving or giving the gift or entertainment?
- Is the invitation from someone who is, or could be involved in a planned competitive process to provide services to Destination BC?
- Would my impartiality or the impartiality of the person to whom I am receiving or giving the gift or entertainment be compromised in any way or appear to others to be compromised?
- Is the entertainment for a private purpose as opposed to being for a business purpose?
- Is business going to be discussed as part of the event or only in a very limited way?
- Would the gift or entertainment or its frequency be considered unique or extraordinary?
- Would it be a problem or would you be embarrassed if you were to disclose the gift or entertainment to other employees or third parties?

If the answer to any of the above questions is “yes” or “perhaps” or could be perceived by third parties to be “yes” or “perhaps”, by accepting or offering such gifts or entertainment you are creating the appearance of a conflict of interest.

If you are not certain you should seek guidance from your manager.

Disclosure

In addition to applying the guidelines outlined above to determine if there is a real or apparent conflict of interest that you should declare, there are specific circumstances in which Destination BC requires you to disclose business interests, personal relationships and political activities. These specific circumstances are covered off in other areas, such as outside employment, working relationships etc.

To understand whether a given situation might create a conflict of interest, consider the

following questions:

- Would other Destination BC employees or a member of the public think it might affect how I do my job for the corporation?
- Could someone perceive that I am using my work relationship with Destination BC to gain a personal benefit from any external party?
- Do I, my friends, or my family stand to gain anything by virtue of my employment with Destination BC or my Destination BC relationship with an external party doing business with Destination BC?
- Could it affect or be perceived to influence any decision which I might make at Destination BC?
- Do I feel under any obligation to an external party due to the relationship I have with that external party doing business with Destination BC?
- Would I be embarrassed if anyone inside Destination BC knew about the situation?
- Would someone outside Destination BC, such as a customer or stakeholder, question whether they had been treated fairly?

If the answer to any of the above questions is “yes” or “perhaps” or could be perceived by third parties to be “yes” or “perhaps,” you may be involved in a conflict of interest and should seek advice from your manager.

ALLEGATIONS OF WRONGDOING

Employees have a duty to report any situation relevant to Destination BC that they believe contravenes the law, misuses public funds or assets, or represents a danger to public health and safety. Employees can expect such matters to be treated in confidence, unless disclosure of information is authorized or required by law (for example, the Freedom of Information and Protection of Privacy Act). Employees will not be subject to discipline or reprisal for bringing forward in good faith, allegations of wrongdoing in accordance with this policy statement.

Employees must report their allegations or concerns consistent with the provisions of their Collective Agreement.

Other employees must report in writing to the Audit Committee Chair who will acknowledge receipt of the submission and have the matter reviewed and responded to in writing within 30 days of receiving the employee’s submission.

These reporting requirements are in addition to an employee’s obligation to report to the Comptroller General as outlined in Section 33.2 of the Financial Administration Act.

Where an employee believes that the matter requires a resolution and it has not been reasonably resolved by Destination BC, the employee may then refer the allegation to the appropriate authority.

If the employee decides to pursue the matter further then:

- Allegations of criminal activity are to be referred to the police;
- Allegations of a misuse of public funds are to be referred to the Auditor General;
- Allegations of a danger to public health must be brought to the attention

- of health authorities; and
- Allegations of a significant danger to the environment must be brought to the attention of the Deputy Minister, Ministry of Environment.

If you have questions or concerns about the conduct of any Destination BC employee, you are encouraged to discuss the matter with your Manager first and, if necessary, escalate it to senior levels of management in your division.

LEGAL PROCEEDINGS

You must not sign affidavits relating to facts that have come to your knowledge in the course of your duties for use in court proceedings unless the affidavit has been prepared by a lawyer acting for Destination BC/government in that proceeding or unless it has been approved by a ministry solicitor in the Legal Services Branch, Ministry of Attorney General. In the case of affidavits required for use in arbitrations or other proceedings related to employee relations, the Labour Relations Branch of the BC Public Service Agency will obtain any necessary approvals. Employees are obliged to cooperate with lawyers defending the Crown's interest during legal proceedings.

A written opinion prepared on behalf of government by any legal counsel is privileged and is, therefore, not to be released without prior approval of the Legal Services branch.

WORKING RELATIONSHIPS

Employees involved in a personal relationship outside work which compromises objectivity, or the perception of objectivity, should avoid being placed in a direct reporting relationship to one another. For example, employees who are direct relatives or who permanently reside together may not be employed in situations where:

- A reporting relationship exists where one employee has influence, input, or decision-making power over the other employee's performance evaluation, salary, premiums, special permissions, conditions of work, and similar matters; or;
- The working relationship affords an opportunity for collusion between the two employees that would have a detrimental effect on the Employer's interest.

The above restriction on working relationships may be waived provided that the President and CEO is satisfied that sufficient safeguards are in place to ensure that the Employer's interests are not compromised.

Conflicts of interest arising out of personal relationships in the workplace must be avoided. Employees must never have influence, input or decision-making over the hiring, evaluation, promotion or establishment of terms and conditions of employment of anyone with whom they have a close personal relationship. This includes influence over the hiring, evaluation or retention of contractors.

Employees and contractors in close personal relationships must not be employed or retained in positions where the company requires that the incumbents be unrelated for risk management or audit purposes (e.g. a close personal relationship between two employees who are jointly required to approve a type of financial transaction for risk management purposes).

Close personal relationships include, but may not be limited to:

- Spouses;
- Other intimate relationships;
- Parent/guardian/caregiver and child;
- Siblings;
- Mothers, fathers, brothers- and sisters-in-law;

Destination BC employees must not in any way participate in or influence the hiring of an external individual with whom they have a close personal relationship. Destination BC will endeavor wherever possible to avoid hiring individuals who have a close personal relationship into the same Division, and never within the same direct or indirect reporting line. In circumstances where a close personal relationship develops between two employees in a direct or indirect reporting line, or in other circumstances which may create a real or perceived conflict of interest, both employees must report the existence of the relationship without delay to their manager(s). Failure to report such a relationship openly and promptly may result in disciplinary action, up to and including termination. Anyone in doubt as to whether a close personal relationship falls within this policy should err on the side of disclosure and seek advice.

You must disclose to your Manager any personal relationship with a person who is a Destination BC employee, or an employee of a service provider if it is, or could be perceived to be, a conflict of interest. Your Manager will identify if a conflict exists and, if so, immediately implement steps to resolve the conflict or remove the perception that it could exist.

If it is determined that your relationship is not a conflict of interest or is not likely to be perceived to be a conflict of interest and does not hinder your ability to act in Destination BC's best interests, your disclosure will be acknowledged and recorded in your personnel file.

HUMAN RESOURCES DECISIONS

You must disqualify yourself as a participant in human resource decisions when your objectivity would be compromised for any reason or a benefit or perceived benefit could accrue to you.

For example, you are not to participate in staffing actions involving direct relatives or persons living in the same household.

OUTSIDE REMUNERTIVE AND VOLUNTEER WORK

You may hold a job outside Destination BC, carry on a business, receive remuneration from public funds for activities outside their position, or engage in volunteer activities provided it does not:

- interfere with the performance of your duties as a Destination BC employee;
- bring the Corporation into disrepute;
- represent a conflict of interest or create the reasonable perception of a conflict of interest;
- appear to be an official act or to represent government opinion or policy;
- involve the unauthorized use of work time or Destination BC premises,

- services, equipment or supplies; or;
- gain an advantage that is derived from their employment within Destination BC.

You may have alternate employment, participate in a business, or receive funds for personal activities outside your employment at Destination BC, provided it does not result in a conflict of interest or negatively impact your work performance at Destination BC.

However, you may not hold a significant financial interest, either directly or through a family member or associate, or hold or accept a position as an officer or director in an organization that has a relationship with Destination BC, unless that interest has been fully disclosed and addressed to Destination BC's satisfaction. A "significant financial interest" in this context is any interest substantial enough to be perceived to influence the decisions of Destination BC or be perceived to result in personal gain for you.

RESPONSIBILITIES

Senior executives, directors and managers play a leadership role in upholding these Standards at all times and must:

- ensure that all employees who report to them have received and reviewed these Standards;
- create and maintain a workplace where employees are able to comply with these Standards;
- take reasonable measures should any breach of these Standards come to his or her attention, including:
 - promptly following the appropriate escalation process;
 - implementing any correct actions if it is within his or her level of authority and responsibility to do so; and
 - taking the necessary steps to promote a safe environment for employees who report a violation of these Standards.

As a Destination BC employee, it is your responsibility to:

- understand and comply to these standards, and Destination BC policies, requirements and directives;
- successfully complete any and all mandatory training related to this material;
- avoid any situation where you would request or enable another Destination BC employee to violate these Standards or any Destination BC policy, requirement or directive, and
- cooperate truthfully and fully with any inquiry into a violation of these Standards or any Destination BC policy, standard, guideline, directive or other requirements

Appendix 1 Supporting References

Public Service Act: http://www.bclaws.ca/civix/document/id/complete/statreg/96385_01

BC Public Service Standards of Conduct

http://www2.gov.bc.ca/local/myhr/documents/jobs_hiring/standards_of_conduct_print_able_version.pdf

Chief Information Officer Policy Directive

http://icw.cscd.gov.bc.ca/isb/security/docs/Acceptable_Use_policy.pdf

BC Document Disposal Act http://www.bclaws.ca/Recon/document/ID/freeside/00_96099_01

Freedom of Information and Personal Privacy Act

http://www.bclaws.ca/Recon/document/ID/freeside/96165_00

Human Rights Code http://www.bclaws.ca/Recon/document/ID/freeside/00_96210_01

WorkSafe BC Health and Safety Regulations

<http://www2.worksafebc.com/publications/OHSRegulation/Home.asp>

Appendix 2

Social Media Guidelines for Destination BC Staff September 2023

Our employees are one of our greatest assets—they are BC ambassadors in their work and personal lives. Employees are encouraged to share their passion for BC via social media, and to become part of our active online community. This document provides guidance to Destination BC employees regarding the use of the Corporation’s social media channels (consumer and corporate), in their work and personal lives. Please review these guidelines carefully, and direct questions to Corporate Communications. Employees of Destination BC are expected to understand and follow these guidelines during their interactions with corporate and related industry channels.

Managing your online reputation

As soon as you have identified yourself as an employee of Destination BC on any online channel (e.g., your personal LinkedIn profile, X (formerly Twitter) bio, Facebook profile, Instagram or Threads account, Tik Tok account, Snapchat account, Pinterest account, or by comment in a forum, etc.), you may be perceived to be a representative of the organization, regardless of your role. Your comments or posts may influence public perception of the organization as a whole. Therefore, you should conduct yourself with the same professionalism, integrity, and respect that you would in work-related emails or face-to-face conversations.

Creating & sharing content

Be mindful of the content you create and share online. As a general rule, if you wouldn’t feel comfortable with your coworkers, supervisor, or a member of the media (who might view you as a representative of the organization) seeing the content, please pause and consider before posting or sharing. Feel free to share content while on a business trip, at an industry event, after a Destination BC social event, or on a FAM tour, but use sound judgement around the frequency, subject matter and content, when posting. Be mindful that your colleagues or clients may not wish to star in your post! If you’re unsure, please ask Corporate Communications.

Engaging online

You may come across content about Destination BC or travel/tourism in BC on your own channels or outside of your channels (e.g., on a TripAdvisor forum or review, blog post or online article, or another business or DMO Facebook page). Once again, keep in mind that although you speak for yourself, your comments could be taken as representative of Destination BC. Before responding, pause and consider the following:

Be honest about who you are

Best practice is to always be honest about who you are, without disclosing personal information (e.g., address, phone number, etc.). You should never create fake or false profile(s) or impersonate another person or entity on social media. In most cases, this is against the terms and conditions of the social media platform and is unethical. You should never speak on behalf of Destination BC, even as an “unofficial” spokesperson, unless you have been authorized to do so by Corporate Communications.

Discuss what you know

Avoid speculating about issues outside your area of expertise. As you would in any other situation, if you find a discussion has gone beyond your scope of work, knowledge, or experience, redirect the conversation to a knowledgeable colleague or reliable online information source.

Stay levelheaded; know when to “walk away”

Social media encourages discussion, and sometimes these discussions become heated, biased, or factually inaccurate. If you find yourself in this situation and believe a response is needed, remain calm, and respond in a respectful and appropriate manner. If the conversation continues to escalate, consider ending your participation in the discussion. It's difficult to take things back once they've been posted online!

Avoid politically sensitive content

Politically sensitive content (e.g., articles, posts or comments about government policy related to tourism, public attacks on the organization, or lobbying government on an issue etc.) should only be addressed by an official Destination BC account, after review by the Corporate Communications and Consumer Social Media teams. If you see this type of discussion taking place on any channel online, please do not respond, and alert Corporate Communications as soon as possible.

Respect confidentiality

Consider everything you post as public and viewable by anyone, even if your account is set to “private” – never share confidential business information (e.g., budgets, competitive information) or the personal information of yourself or any of your coworkers. This includes photos of your colleagues without gaining their permission, first.

When in doubt, ask!

If you're not sure if or how you should respond to something online, or if it might require an official response, please ask the Corporate Communications team.

Use of third-party content

Most online content is owned by the person who created it and requires permission for you to post. You can avoid copyright issues by using built-in share functionality on social media channels (e.g., retweet on X (formerly Twitter), share buttons on Instagram, Facebook, Tik Tok and YouTube, and tagging the owner), which allows you to share and show your appreciation for the content, without representing it as your own.

Use of Destination BC content

Destination BC's visual assets are licensed for the promotion of BC as a travel destination by the Corporation and our industry partners, only (not for personal use). These assets should not be downloaded and distributed on your personal social media channels. The same rules apply for the Destination BC, *Super, Natural British Columbia* ® or any other registered and trademarked logos. You can, however, share content posted on Destination BC's official social media channels, using the built-in share functionality on each channel.

Questions?

Please direct any questions about issues, advocacy or corporate channels to Clare Mason, Director Corporate Communications Clare.Mason@DestinationBC.ca

Please direct any questions about consumer channels to Tammy Gagne, Acting Manager, Digital Content Tammy.Gagne@DestinationBC.ca

Destination BC's Social Media Channels

Consumer Facing:

- Facebook
- Instagram
- Pinterest
- Tik Tok
- YouTube

Industry/Partner Facing:

- LinkedIn
- X (formerly Twitter)
- YouTube