



Emergency Webpage Template

INTRODUCTION

Your organization's website is an important tool to reach broad audiences during a crisis. Proactively adding a page to your website to share emergency-related information puts you one step ahead when a crisis hits.

Best practice is to build one page where users can find all relevant emergency information. This page will be updated with timely information during a crisis and will also host static information and links to trusted resources that stays on the page year-round.

Use this template to streamline and simplify the process of building an emergency/crisis webpage.

WEBSITE CONTENT

First, consider the types of information to include on your emergency webpage. Some content will always be included on this page, and some content will be added during specific crises.

Static Content—To always include:

A

PAGE TITLE

Keep your page title informative, clear and concise. Many organizations will title this page “Know Before You Go”; it’s recommended to use this naming language on your website to maintain consistency between visitor websites across the province.

B

INTRODUCTION

Use the space at the top of the webpage to include a short, succinct introduction to the page and what people can expect to find.

C

HOW CAN VISITORS PREPARE

Include any relevant information to help visitors prepare to visit your destination. These will be specific to the types of activities available within your region or likely environmental events, such as a wildfire or flood.

E

DATE LAST UPDATED

Include the date the webpage was last updated so readers know of the information’s timeliness. Timely Content – To add during a crisis

D

RESOURCES

Share links to additional resources that provide more information that travellers in your area may need. Only include official sources that you know provide accurate information.

- Check out Destination BC’s Emergency Messaging Guide for links to official information sources, such as Drive BC and the BC Wildfire Service: [DBC- Emergency-Messaging-Guidance-Spring-Summer-2025.pdf](#).
- Also think about local resources, including leading organizations’ webpages (e.g. your municipality or visitor centre), and local webcams for weather and road conditions.

TIMELY CONTENT—TO ADD DURING A CRISIS

BANNER/TICKER During a crisis, add a banner or ticker to the top of all your website pages that directs people to the emergency webpage. This should be a few words, such as “Alert!”, “Know Before You Go!” or specific to your crisis with a direct link to the emergency webpage. Make this banner stand out on your website.	WHAT WE KNOW Facts can be shared in a method that is easy for the public to digest. Consider short, clear statements relevant to your interest holders. Holding statements can be published here as they’re issued to the public.	CUSTOMIZED CRISIS RESOURCES Are there more resources you can include that are specific to the crisis? Let people know what other information sources can be trusted during this time. You may direct them to the Lead organization or another Supporting Organization.
FAQs You will likely receive multiple questions from your interest holders. Note which questions are reoccurring and include that information on your webpage. If it doesn’t naturally fit in a section above, start a new FAQ section.	HISTORICAL INFORMATION Depending on the length of time the crisis covers, you may want to move historical information to the bottom of your webpage/under accordions or hidden sections. This will keep all timely and relevant information at the top of the page.	



TIP! Website Accessibility Considerations

Consider the following design and functionality tips to accommodate more users:

- Ensure a sufficient colour contrast ratio between your text and the background.
- Use descriptive link text like “Read our Emergency Management Protocol” instead of “Read more” so all users understand the link’s destination and purpose.
- Use Alt Text and Image Descriptions to describe the images and graphics you include
- Use descriptive meta data to improve web search results and function of accessibility tools like screen readers.
- Explore adding a web accessibility tool to align with Web Content Accessibility Guidelines (WCAG); internationally recognized guidelines make digital content more accessible for people with a range of

TEMPLATE: EMERGENCY WEBPAGE

Use the template below to draft the content for your webpage. Consider the following:

- Use plain language with clear, concise information.
- Use a simple layout that is easy to navigate. Include headers, bolding, and/or colours to break sections apart clearly. Keep your layout consistent throughout the entire page.
- Ensure your website has a responsive and scalable design to ensure the layout or content isn’t broken when viewed on different screen sizes.
- Include the emergency webpage link on your website’s landing page for ease of access.



TEMPLATE

COMPONENT CONTENT

Static Content: Draft this content in your web builder to be live during a crisis.

Page Title	
How Visitors Can Prepare	
Resources (links)	
Date Last Updated	

Timely Content: Draft this content to be adjusted when a crisis hits.

Banner/Ticker	
Alert/Warning	
What We Know	
Crisis Resources	
FAQs	
Historical Information	

SAMPLE PAGES

Visit any of the pages below to see examples of other tourism organizations' emergency webpages.

DESTINATION BC

[Know Before You Go](#)
Super, Natural BC

PRINCE GEORGE

[Know Before You Go](#)
Tourism Prince George

COWICHAN

[Travel Responsibly](#)
Tourism Cowichan

OSOYOOS

[Destination Osoyoos](#)

VANCOUVER ISLAND

[Know Before You Go](#)
Tourism Vancouver Island

CARIBOO CHILCOTIN COAST

[Know Before you Go](#)
Visit British Columbia's
Cariboo Chilcotin Coast

OLIVER

[Know Before You Go](#)
Oliver Tourism