



BC Tourism Partner Social Toolkit

August 2026

SUPR.
NATURAL
BRITISH
COLUMBIA
CANADA



DESTINATION
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In this toolkit

1. **#RealTime**

Share content of destinations and experiences not directly affected by an emergency, that are open for business, and ready to welcome guests.

2. **BC is Open. Explore BC this Fall.**

Participate in the “BC is Open. Explore BC this Fall.” campaign

#RealTime

#RealTime - Overview

BC Tourism Partner Social Toolkit

1. STRATEGY

While most emergencies occur in specific areas, the vast majority of British Columbia’s 944,735 square kilometers usually remains open, safe, and welcoming to guests.

This toolkit is designed to support DMOs, local tourism associations, attractions, and businesses across all BC regions share verified, real-time visual proof of safe and welcoming conditions.

Core Strategic Pillars

Show, Don't Defend: Lead with bright, inspiring, unedited visual proof instead of defensive messaging.

Educate on Scale: Use familiar size comparisons to clarify BC's immense geography, and specifics on where your business/community is located.

Empathetic Hospitality: Maintain a warm, welcoming tone that invites travellers without diminishing emergency efforts elsewhere in the province. Acknowledge there are constraints and provide travellers with official information sources.

Team BC Solidarity: Emphasize that travelling to open destinations or **“Buying BC”** sustains local livelihoods, jobs and communities, and supports recovery efforts once a crisis has passed.

#RealTime - Approach

BC Tourism Partner Social Toolkit

2. APPROACH

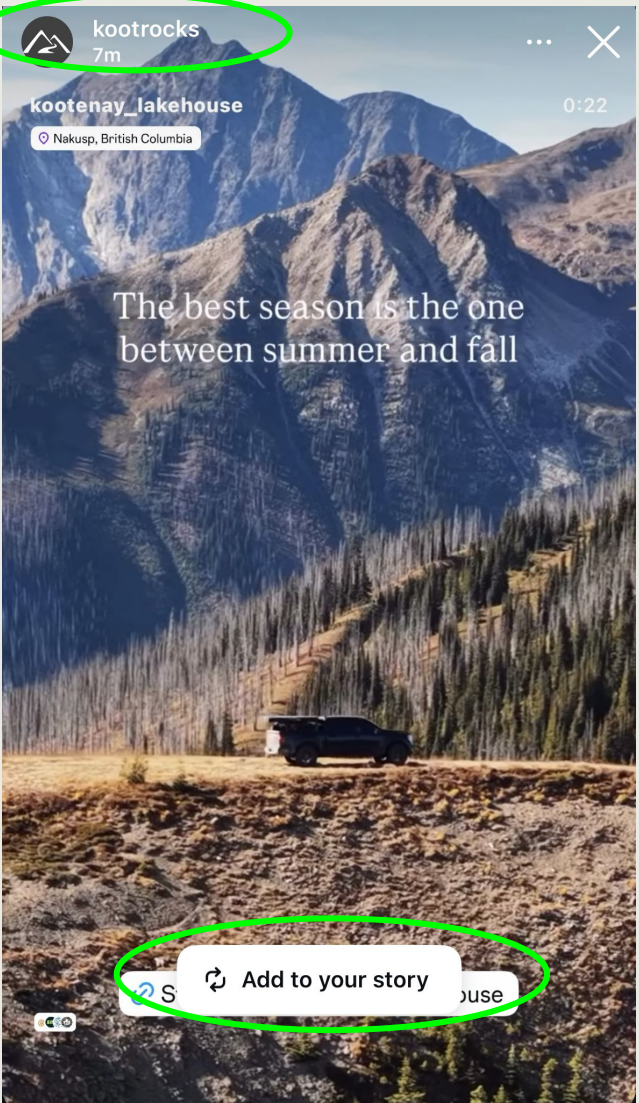
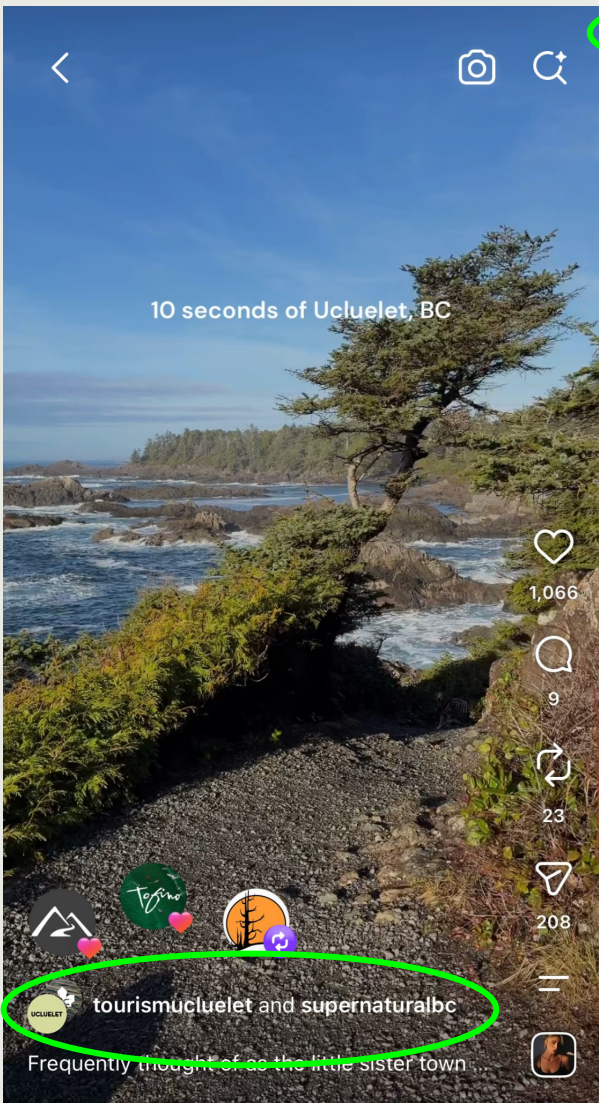
Share content of destinations and experiences not directly affected by an emergency, that are open for business, and ready to welcome guests by:

- Publishing feed posts or stories on your social media channels with the **time, date and location**.
- Tagging **@SuperNaturalBC*** (or add the account as a collaborator).
- Using hashtags **#exploreBC** and **#RealTime** to ensure current and future visitors have accurate ‘real time’ visuals on the latest conditions.

*Tagging **@SuperNaturalBC** does not necessarily guarantee Destination BC can feature your content. However, it helps surface your content for our team and algorithms. Content that resonates with Destination BC’s audiences may be reshared in our feeds or as stories on our **@SuperNaturalBC** channels. (**Content posted on LinkedIn should tag @DestinationBC**)



Examples of collaborator features sent by partners



Example of tagged partner story

#RealTime - Caption Messaging

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3. CAPTION MESSAGING

Industry partners can help travellers understand what’s open, what’s accessible, and how travel supports workers, small businesses and communities. Your role includes:

- Sharing approved messaging.
- Highlighting open regions.
- Using wildfire-sensitive language.
- Avoiding speculation or emotional framing.
- Reinforcing that travel is welcomed, especially during recovery.

Suggestions to add to local/regional content:

Did you know Vancouver Island is roughly the size of Belgium? From coastal rainforests to vibrant harbor cities, the island is bathed in sunshine and ready for your next getaway.

The Kootenay Rockies cover a vast alpine area full of pristine lakes, mountain passes, and warm mountain hospitality. Highways are open, the air is fresh, and our mountain towns are excited to see you!

Spanning more than 550,000 square kilometres, Northern BC offers wide-open landscapes, vibrant communities, and unforgettable outdoor experiences. Today, our skies are bright blue and highways across the region are open for adventure.

From legendary ranch lands to coastal fjords, the Cariboo Chilcotin Coast spans a landscape larger than many European nations. The sun is out, lakes are sparkling, and businesses are eager to host you.

Home to everything from Canada's only true desert environment to alpine mountain resorts and lakeside wine country, the Thompson Okanagan offers an incredible range of landscapes. Today, lakes are sparkling, patios are open, and local businesses are excited to welcome you.

Did you know you can travel from cosmopolitan Vancouver to mountain resorts, coastal villages, rainforests, and canyon landscapes all within a single tourism region? Vancouver, Coast & Mountains is a place where mountains meet the Pacific, and communities across the region are open and ready to welcome visitors.

- Blue skies above, local places we love.
- Fresh air to share, with room to roam everywhere.
- Open roads, bright skies, warm welcomes nearby.
- Lakes that shine, trails that wind, local moments to find.
- Bright coastlines, open trails, and welcoming places.
- Mountain air, local fare, and views beyond compare.
- Open skies, friendly towns, and nature all around.
- Calm waters, bright days, and welcoming stays

#RealTime - Know Before You Go

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Help keep visitors safe and informed: Know Before You Go

When emergencies strike other areas of the province, consider additional content that reinforces safety and informed travel planning.

“British Columbia continues to welcome visitors, and most destinations across the province are open, safe and accessible.

Before you travel:

- Check local conditions ([BC Wildfire Service](#) [@BCGovFireInfo](#))
- Review road conditions ([DriveBC](#) [@DriveBC](#))
- Monitor official emergency information sources ([EmergencyInfoBC](#) and [@governmentofbc](#))
- Be prepared to adjust plans if conditions change: [Know Before You Go!](#)

“As you may know, areas of British Columbia are currently dealing with wildfires. However, British Columbia is a very large and diverse province, and there are many areas that are not directly impacted, are open for business, and are ready to welcome guests. If you're travelling in BC, check real-time wildfire conditions under "Know Before You Go" at www.supernaturalbc.com or see our link in bio.”

“Enjoy a safe and responsible trip in British Columbia. Plan ahead to [#exploreBC](#) safely—check travel advisories, weather conditions, and road updates before you go. Visit our website for the latest travel information and essential resources—link in bio. <https://www.supernaturalbc.com/practical-tips/know-before-you-go/>”

#RealTime - Visual Stamps: Make Every Post Verifiable

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4. VISUAL STAMPS

A simple location-date-time stamp is what turns a beautiful photo into verified real-time proof.

Stamp Format — Use in Every Caption



Location
📍 [Community], BC



Date & Time
📅 [Date] • [Time] PT



Hashtags
#RealTime #ExploreBC



Requirement
Every **#RealTime** post should include a visual stamp in the caption

Live Example

 Kelowna, BC

 Aug 20 • 2:30 PM PT

#RealTime

#ExploreBC



The stamp signals authenticity and gives travellers real-time confidence to book and travel.

BC is Open.
Explore BC this Fall.

Overview

BC Tourism Partner Social Toolkit

Toolkit Purpose:

This toolkit can be used by BC tourism partners to participate in the “BC is Open. Explore BC this Fall.” campaign, by aligning marketing and organic social media efforts for greater collective impact.

This is for:

Regional and Community/City Destination Marketing Organizations, Sector Associations, and Tourism Businesses.

Markets:

- British Columbia (primary)
- Alberta (secondary)

Campaign Overview:

After a challenging summer for many communities across British Columbia, this fall is an opportunity for residents to reconnect with the extraordinary nature, adventure, and cultural experiences found right here at home. Our objective is to inspire BC residents to take a multi-day getaway within the province, supporting local businesses and communities along the way. Beginning in early September, through Super, Natural British Columbia, Destination BC will connect with travellers through an integrated campaign across paid, owned, and earned channels.

Concept:

This fall, experience more of British Columbia through breathtaking landscapes, vibrant communities, and unforgettable local flavours. There's never been a better time to connect with the people, places, and experiences that make BC extraordinary. BC is Open. Explore BC this Fall.

Social Carousel Framework

BC Tourism Partner Social Toolkit

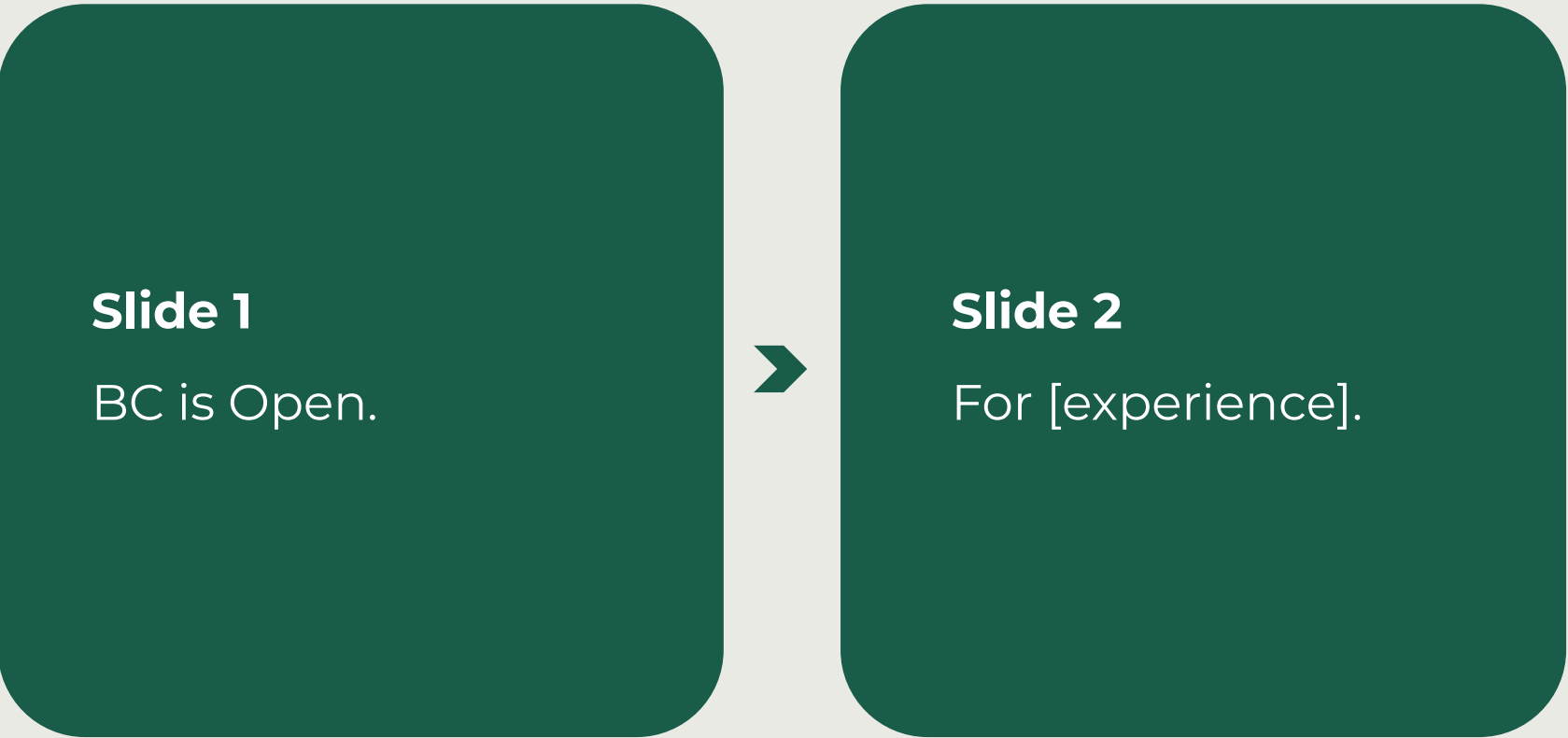
Showcase your experience. Inspire a visit.

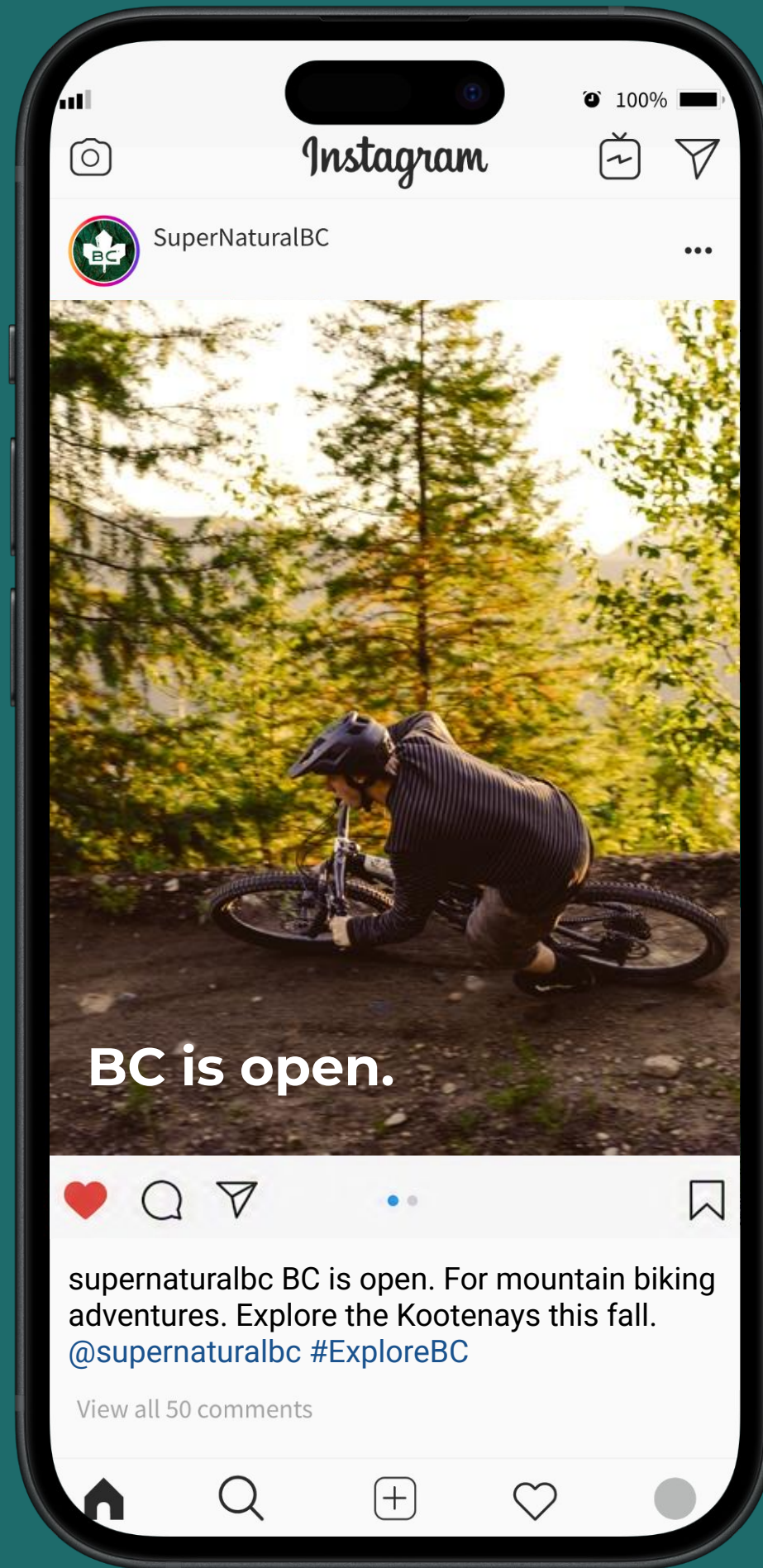
Use the social carousel template to highlight a unique experience and connect it to your business, destination, or region.

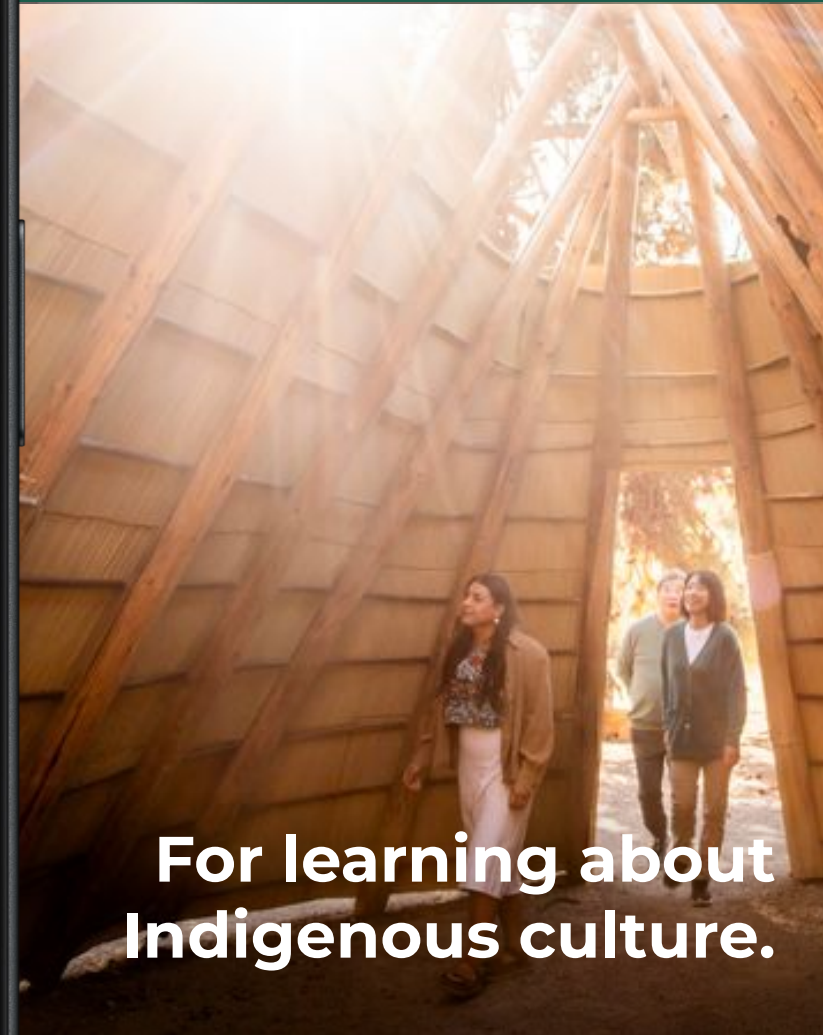
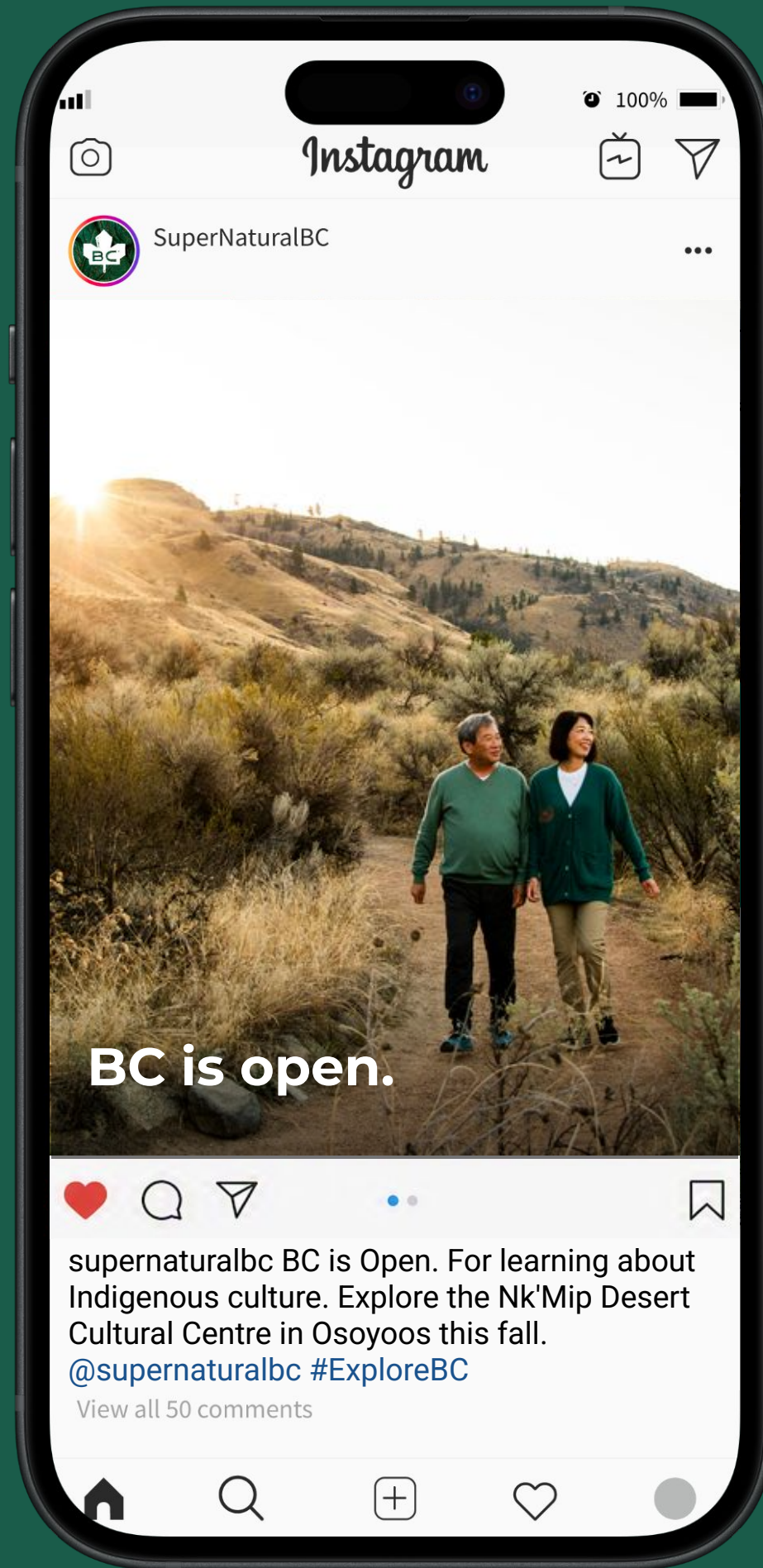
The framework is designed to be flexible for DMOs, attractions, accommodations, tour operators, restaurants, wineries, and other tourism partners.

Social carousel template:
https://docs.google.com/presentation/d/1VxJi_HlGLDWQf88b_dONEQKAbIp1LhIRV3nVZWSlYsU/edit?slide=id.g3f84b432613_0_12#slide=id.g3f84b432613_0_12

Template Structure







Social Carousel Framework - Tips for Success

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Tips for Success

- Lead with a specific experience that will capture attention.
- Focus on nature, adventure, culture, food & drink, or seasonal experiences.
- Pair your experience with a clear destination, business, or attraction.
- Use high-quality imagery that brings the experience to life.
- Tag **@SuperNaturalBC** and include **#ExploreBC** and **#RealTime** in your caption.
- Use the BC Content Hub as needed to source quality visuals: <https://www.bccontenthub.com>



Social Carousel Framework - Examples by Partner Type

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DMOs	Attractions	Tour Operators & Experiences	Accommodations	Wineries, Restaurants & Culinary Experiences
BC is Open. For mountain biking adventures. Explore the Kootenays this fall.	BC is Open. For soaking in hot springs. Explore Ainsworth Hot Springs near Nelson this fall.	BC is Open. For paddling pristine lakes. Explore Kaslo Kayaking in Kaslo this fall.	BC is Open. For cozy mountain getaways. Explore the Prestige Lakeside Resort in Nelson this fall.	BC is Open. For unforgettable flavours. Explore Nk'Mip Cellars in Oliver this fall.
BC is Open. For vineyard views and valley adventures. Explore the Okanagan this fall.	BC is Open. For learning about Indigenous culture. Explore the Nk'Mip Desert Cultural Centre in Osoyoos this fall.	BC is Open. For cycling wine country. Explore Monashee Adventure Tours in Kelowna this fall.	BC is Open. For lakeside escapes. Explore Watermark Beach Resort in Osoyoos this fall.	BC is Open. For craft beer weekends. Explore Nelson's local breweries this fall.
BC is Open. For scenic road trips. Explore the Fraser Canyon this fall.	BC is Open. For walking through history. Explore Hell's Gate Airtram in the Fraser Canyon this fall.	BC is Open. For river adventures. Explore REO Rafting on the Nahatlatch River this fall.	BC is Open. For weekends off the grid. Explore Fraser River Lodge in Agassiz this fall.	BC is Open. For farm-to-table dining. Explore the Okanagan's culinary scene this fall.

Social Carousel Framework - Reusable Experience Ideas

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Nature

- For crisp autumn hikes.
- For chasing waterfalls.
- For lakeside sunsets.
- For wildlife watching.
- For golden larch season.

Adventure

- For mountain biking adventures.
- For whitewater thrills.
- For epic road trips.
- For paddling hidden waterways.
- For weekends that push your limits.

Culture

- For meaningful cultural experiences.
- For connecting with local stories.
- For living history.
- For arts and culture discoveries.
- For unforgettable local flavours.

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