



HOW TO ENGAGE WITH OUR SOCIAL MEDIA CHANNELS

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Destination BC is active across a number of social media channels, and encourages BC's tourism industry to get involved. Together we can raise awareness for BC's regions, businesses and tourism experiences, inspire consumers to visit, gather and share amazing photos and stories, and help answer questions about BC products. Destination BC's social media channels can also connect you to industry programs and resources.

Destination BC's corporate channels:

- **Twitter** @DestinationBC
- **YouTube** <http://ow.ly/36xx304CX0r>
- **LinkedIn** linkedin.com/company/tourism-british-columbia

Destination BC's consumer channels:

- **Twitter** @HelloBC
- **Facebook** fb.com/HelloBC
- **Instagram** @HelloBC
- **YouTube** youtube.com/HelloBC
- **Pinterest** pinterest.com/HelloBC
- **Blog** HelloBC.com/blog

Working together helps our industry. This document will outline how you can play an active role in supporting our channels and the industry.

TWITTER (CORPORATE - @DESTINATIONBC)

Destination BC's corporate Twitter account is managed by our Corporate Communications team and helps us to work collaboratively with tourism stakeholders across BC. We tweet about programs and resources for industry stakeholders, Destination BC job opportunities, BC media coverage and accolades, trade shows and other events and support our regional, community and sector partners.

Here's how you can engage with our corporate account:

- Follow us @DestinationBC
- Share BC media coverage or accolades with us (eg. if your business wins an award) by tagging @DestinationBC
- Share photos from media, trade and other tourism industry events with us by tagging @DestinationBC
- Access industry resources, such as tourism research data
- Retweet our tweets from your corporate or industry accounts
- Use hashtag #BCTourism to share relevant tourism news, and #exploreBC only when tweets are also relevant to consumers

TWITTER (CONSUMER - @HELLOBC)

Destination BC's consumer Twitter account has a following of more than 100,000 people. Every day we seek out and engage with potential and on-the-ground BC visitors, looking for ways to improve their experience here or connect them with our partners. We also regularly share photos and content from across the province to inspire potential visitors; this is great content that can be shared on your own Twitter channels. We look forward to engaging in conversation with you!

You can be a part of our community and raise awareness by doing the following:

- Follow us @HelloBC
- Follow the hashtag #exploreBC to find BC photos and content ideas
- Retweet any of our tweets that may be relevant to your community
- Share your BC photos & tweets by tagging them with #exploreBC
- Jump into the conversation by tagging us @HelloBC. Give us feedback on the content we're sharing, respond to travel questions, join in on hosted Twitter Chats, or simply introduce yourself and say hello.
- Look for opportunities to engage with visitors; if we tag you in a conversation with a visitor, it means we think they could benefit from your local expertise!

CORPORATE VS. CONSUMER TWITTER?

Wondering when you should engage with the corporate account vs. the consumer account? This chart might help:

@DestinationBC

- Photos and tweets about industry events (eg. trade shows, media events, workshops)
- Industry accolades (eg. if your business wins an award)
- Tourism sector job opportunities
- Questions about DBC industry programs
- Tourism data/research (links to info or questions about)

@HelloBC

- Photos and tweets about destinations and activities to inspire consumers
- Travel planning info for consumers
- Blog posts and other consumer-focused content

FACEBOOK

Destination BC's Facebook page has a passionate community of 350, 000 locals and visitors who both love BC and look forward to visiting. Our FB page is considered one of the top destination pages in the industry. Our community enthusiastically shares photos, seeks BC travel advice, and interacts in the comments on a daily basis. We share content daily, with a mix of blog posts, partner content and user-generated content.

You can be a part of our community and raise awareness by doing the following:

- Like us at [fb.com/HelloBC](https://fb.com>HelloBC) – like us as an individual, and as a business page
- Check out our posts regularly! Comment on, like, and share them directly from our page.
- Join in the conversation in the comments. Consumers value this interaction
- Answer any travel-planning questions that visitors may have that relate to you
- Have an amazing photo? We'd love to see it! Post it directly on our wall.
- Browse “Posts by Others” to comment on photos submitted and to answer questions asked by the community

INSTAGRAM

Destination BC's Instagram account has a following of over 250,000 active photographers, both amateurs and professionals, as well as media and industry influencers. Every day, we share inspiring photos of BC destinations and experiences that we curate from the #exploreBC hashtag. We'd love to feature your photo next!

You can be a part of our community and raise awareness by doing the following:

- Follow us @HelloBC
- Like and comment on our photos
- Interact with other users by commenting, and share your BC expertise and knowledge
- Tag your BC photos with #exploreBC so we can reach out & request your permission to repost

YOUTUBE

YouTube is the world's largest video-sharing website. The Destination BC YouTube channel currently features more than 300 videos and has more than 11,100 subscribers.

You can be a part of our community and raise awareness by doing the following:

- Subscribe to our channel at youtube.com/HelloBC
- Take a couple of minutes and look at what videos we have
- See any videos of interest? Share them, like or comment on them.
- If you have a great video to share, let us know on Facebook or Twitter!

PINTEREST

Pinterest is an virtual scrapbooking site, where inspirational photos are “pinned” by users. Destination BC has a variety of Pinterest boards brimming with BC photos that we highlight from across the web.

You can be a part of our community and raise awareness by doing the following:

- Follow our boards at pinterest.com/HelloBC
- Tag your BC pins with [#exploreBC](https://pinterest.com/exploreBC)
- Re-pin our posts to your own boards
- Like or comment on our pins

EXPLORE BC BLOG

Destination BC's Explore BC Blog is a great source of travel planning information and inspiration for visitors. We showcase BC stories, experiences and destinations from a roster of local bloggers and partners across the province, as well as crowdsourced content from our social media community.

You can be a part of our community and raise awareness by doing the following:

- Take some time to explore the blog (browse by region, category or search functionality)
- See a post you like? Share it to your social media channels (and don't forget to use #exploreBC!)
- Respond to any comments on posts that are relevant to your destination or business

BEST PRACTICES

Here are some important best practices and suggestions when interacting with consumers on our social media channels:

- Social media is about conversation, not selling; if you focus on being authentic and helpful, people will be more likely to engage with you
- Be sure to ask for explicit permission before downloading or reposting photos from your own accounts
- Be human: it's okay to have a sense of humour
- Adopt a conversational tone that's both friendly and professional
- Be available to answer any questions; respond in a timely fashion
- Leave comments on photos, videos and other posts that are relevant
- Share content that's inspiring and of interest to your consumers
- At no point, should you try to spam, sell, or use corporate jargon as these comments will be hidden or removed on our pages (and it's good practice to avoid doing this in general)
- Visitors appreciate your engagement on social channels, your quick and helpful responses, and your willingness to share information on what makes BC so great.

Thank you for helping us to promote our products, destinations and experiences in British Columbia!