

## Destination BC Partner Content Checklist

Hundreds of pieces of content are created and curated across our tourism partner network every day. While Destination BC strives to share and amplify industry content, the volume of requests we receive is quite large. As a result, we've created a content checklist for you to improve the likelihood of your content being shared within our partner network.

### Content Checklist:

- ☐ Content aligns with the *Super, Natural British Columbia* brand
- ☐ Content adheres to FOIPPA guidelines; specifically any person who is recognizable within your content (photo or video) must have signed the Destination BC model release
- ☐ Content aligns with at least one of Destination BC's Marketing Programs (email Marketing.Plan@DestinationBC.ca to obtain a copy of our Global Marketing Plan):
  - Global Brand
  - Explore BC
  - Ski
- ☐ Content follows the following best practices:
  - Videos are socially optimized (vertical/square orientation, designed for sound off, attention grabbing, short)
  - Music rights are in place for videos featuring music
  - Watermarks aren't featured on photos
  - Marketing-speak (clichéd words and phrases) is avoided or used sparingly
  - Content is factually correct and free of grammar and spelling errors
  - Content is descriptive, factual and specific (brand journalism vs. content marketing)
- ☐ Content adheres to the following safety and responsibility best practices:
  - Lifejackets and PFDs are visible on all persons in a vessel on the water (paddleboard, canoe, kayak, boat, etc.)

- Skiers and snowmobilers are wearing backpacks if they are in a backcountry area
- Skiers, snowmobilers, and bikers are wearing helmets
- No public drinking is visible and there is no evidence of public drinking
- Dogs are in areas where dogs are permitted (Provincial, National, and public parks)
- Tents are in a legal camping area
- People are in a legal hiking area and on designated hiking/walking trails
- Campfires are in a legal fire area and there is no fire ban when sharing or promoting content in real-time
- Does not feature unsafe activities (i.e. backflips off rocks or cliffs)
- Does not feature illegal activities
- If content is shot with a drone, the content captured is in legal area for shooting with drone and was captured with all proper permissions and licences
- It is an actual place/experience a traveller to BC could go to/have
- Wildlife is respected (respectful distance, no human interactions, not being fed)
  - Seasonal and geographic dispersion are considered; lesser known areas are featured

### **Tips:**

- Join the [UGC Partner Network](#). This is the first place Destination BC looks for partner content, and participants can also feed content to Destination Canada and others within the network
- Keep your RDMO apprised of your new content or initiatives, as Destination BC works closely with them to plan content
- Use the [#exploreBC](#) hashtag on Instagram and Twitter
- Tag [@HelloBC](#) on Facebook, Instagram and Twitter
- Subscribe to Destination BC's [industry newsletter](#) to stay informed of new pilots and programs to participate in

**Have a question?** Email Destination BC's Global Content team at [editorial@DestinationBC.ca](mailto:editorial@DestinationBC.ca).

