



DESTINATION
BRITISH COLUMBIA™

SOCIAL MEDIA WORKSHOP

October 18, 2017

MOUNT ASSINIBOINE PROVINCIAL PARK
KOOTENAY ROCKIES

3 KEY TAKEAWAYS

- 3 social media trends that are important to your business
- Sneak peek at Destination BC's social media strategy
- How to align with Destination BC on social media



DESTINATION
BRITISH COLUMBIA™

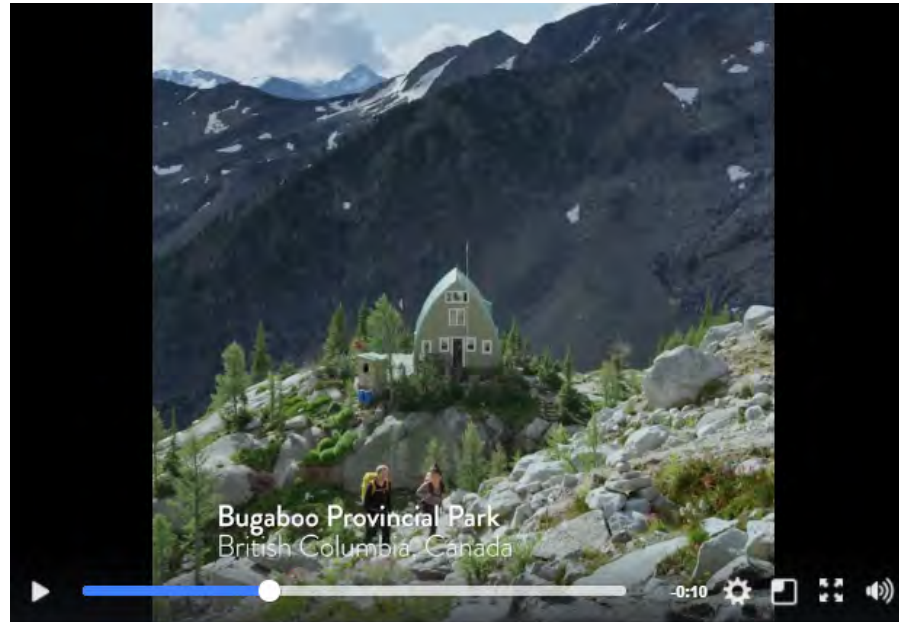
SOCIAL MEDIA TRENDS

MOUNT ASSINIBOINE PROVINCIAL PARK
KOOTENAY ROCKIES

TREND 1: RISE OF VIDEO

- YouTube: over 1 billion users, 1/3 of internet
- Facebook Live broadcasts quadrupled
- Instagram video watching increased by 80%
- Videos generate 1,200 more shares on social media than text and images combined

BRAND VIDEOS



Destination British Columbia (Default) ✓

April 26 · 🌐

👍 Like Page ***

Can you imagine waking up to this view? 🏡

Learn more about BC's mountain adventures at <http://ow.ly/ZOGV30bcuzB>

49K Views

REAL-TIME VIDEOS

 Destination British Columbia (Default)
about 3 weeks ago

Guess what's happening right now at Kicking Horse Mountain Resort! 🍷 Here's a look at BC ski resort... ⋮



▶ 0:24 ⚙️ 📺 🔊

 Like  Comment  Share

2.6K Reactions 274 Comments 108K Views

LIVESTREAM VIDEOS



 **Destination British Columbia (Default)** was live.
about 10 months ago · 🌐

Watch our Livestream recap from Santa Day at Whistler Blackcomb!

(Note: the audio is intermittent but enjoy the views!)

37,765 Views

 Like  Comment  Share 

   1.2K Realtime Comments™

473 Shares

FACEBOOK COVER VIDEOS



The screenshot displays the Facebook profile for Destination British Columbia. The profile picture is a green maple leaf with 'BC' inside. The cover video shows a mountain landscape with the text 'BRITISH COLUMBIA Canada' and a play button icon. The page includes a navigation menu on the left, a post creation area with options like 'Share a photo or video', 'Advertise your business', 'Start a Live Video', and 'Get people to learn more', and a 'Travel Company' section on the right with statistics such as '463K likes +401 this week' and '311,805 post reach this week'.

Destination British Columbia
@HelloBC

Home
About
Posts
Photos
Videos
Instagram
Twitter
YouTube
Groups
Offers
Jobs
Community

BRITISH COLUMBIA
Canada

Like Follow Share ... Learn More

Write something...

Share a photo or video
Advertise your business
Start a Live Video
Get people to learn more
Publish a job post
Help people find
Create an event
Create an offer

Travel Company

463K likes +401 this week
Melissa Lee and 52 other friends

455K follows

See Pages Feed
Posts from Pages you've liked as your Page

311,805 post reach this week

90,400 video views this week

360 VIDEOS



Destination British Columbia (Default) ✓

September 27 at 4:21pm · 🌐

👍 Like Page ...

Would you climb the Mount Nimbus Via Ferrata? (Tip: Press play then click and drag!)

Though now closed for the season, [CMH Heli-Skiing & Summer Adventures](#) are taking reservations for next summer!

44K Views

FACEBOOK CROSSPOSTING

Page Notifications  Insights Publishing Tools **Settings** Help ▾

General

Edit Page

Post Attribution

Notifications

Messenger Platform

Page Roles

People and Other Pages

Preferred Page Audience

Partner Apps and Services

Branded Content

Instagram

Add Pages to Crosspost

Crossposting is a way to share videos across multiple Pages. Crossposting can only happen between Pages that have added each other. You control which videos you want to crosspost. When a Page crossposts your videos, they will also be able to view video insights for their posts.

Add or remove Pages here to manage your crossposting relationships. [Learn more](#)

Add Page



Cariboo Chilcotin Coast

Tour Agency • 14.1K people like this Page

This Page hasn't added yours



Remove...



Northern British Columbia

Tourist Information Center • 27.8K people like t...

Remove...



Aboriginal Tourism BC

Travel Company • 25.6K people like this Page

Remove...



Canada Explorez sans fin

Travel Company • 179.3K people like this Page

Remove...

HOW YOU CAN DO IT

- Share Kootenay Rockies' brand videos
- Share Destination BC's brand videos
- Encourage your guests to share videos
- Engage with and share user-generated videos
- Use #exploreBC and encourage your guests to

HOW YOU CAN DO IT

- Use Instagram's location feature to find videos
- Switch your Facebook cover photo to a video
- Try live streaming from your Facebook account
- Set up Facebook cross-posting relationship with Kootenay Rockies and other key partners

Video Best Practices

- Tailor your story to your audience
- Use the first few seconds wisely
- Focus on storytelling
- Tell your story with and without sound


TREND 2: RISE OF EXPIRING CONTENT

- Snapchat stories have 165 million+ daily active users
- Instagram stories have 250 million+ daily active users
- Instagram stories:
 - Disappear after 24 hours
 - Don't bombard your followers
 - Drive high quality traffic to your website
 - Show another side of your brand
 - Provide great insights into your followers



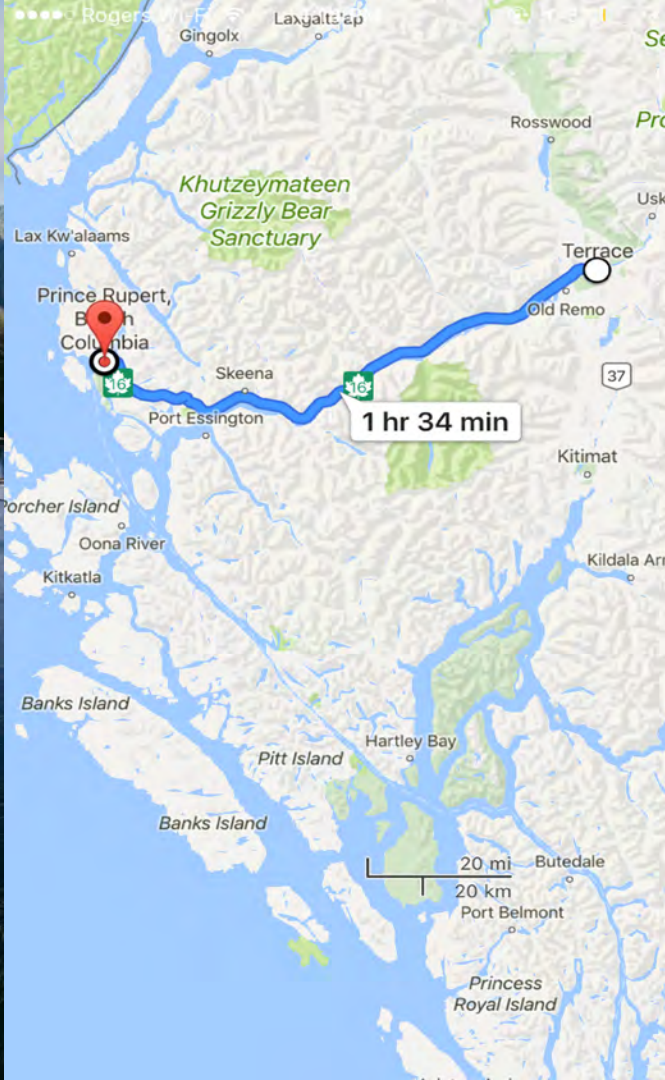




EXPLORING
THE SKEENA
RIVER, FROM
TERRACE TO
PRINCE RUPERT



by @mikeseehagel



Swipe up to read
the full story on the
Explore BC blog.

EXCITED FOR THE
SKI SEASON?

YES

NO

DRUMROLL
PLEASE...

2017
BC SKI RESORT
OPENING
DATES

< SWIPE UP >

HOW YOU CAN DO IT

- Show behind the scenes of your business
- Promote campaigns, deals, packages or vacancies
- Feature your favourite real-time user-generated content
- Get your guests to do takeovers on your account

HOW YOU CAN DO IT

- Drive traffic to your new or top performing blog posts
- Educate your fans about your business or community
- Use Instagram's new polling feature
- Build a story from Destination BC's assets
- Use Canva (if you want polished)

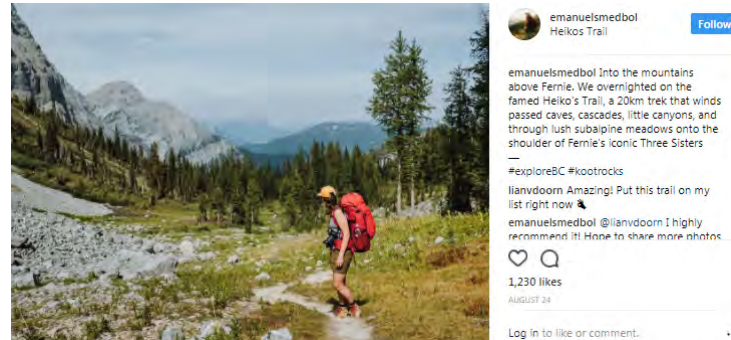
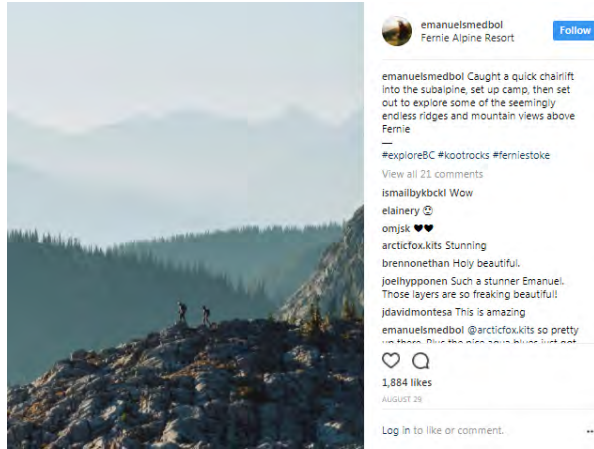
TREND 3: RISE OF SOCIAL INFLUENCERS

- About 50% of online users use ad blockers
- Traditional advertising is no longer effective
- Brands are using influencers to create authentic content
- Influencers have earned the trust of their followers


TREND 3: RISE OF SOCIAL INFLUENCERS

- 92% of customers trust recommendations from strangers (i.e. influencers) over brands
- Brands can drive messages through influencers within their target market
- Influencer marketing is one of the fastest growing acquisition method

INFLUENCERS





 **erinireland**
Empire Coffee [Follow](#)

erinireland Coffee date for life (I'm trying so hard to get a kiss here). Mornings are exciting here in Nelson because we can't wait to wake up and drink the coffee. Never met a smaller town with better coffee!!! This is @empire.coffee ☺ but also loved @johnwardfinecoffee and of course Oso Negro. Heading to another cafe right now (in stories ☺☺) before saying bye to this town we've so quickly fallen in love with. Expect a trip recap with all our fav spots/hikes/etc soon! #explorebcc #kootrocks @hellobc @kootrocks 📸 daddy @yeds

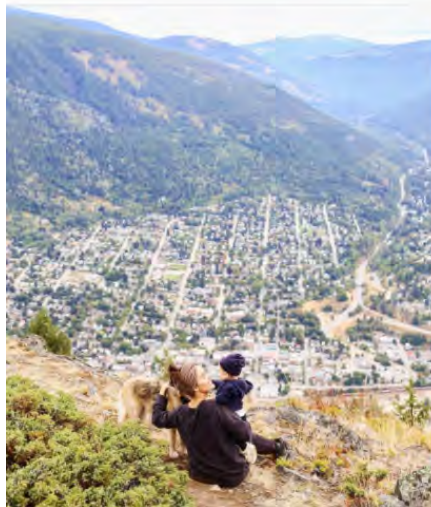
Load more comments

erinireland @jessicatrusz lucky!!!
erinireland @shannonheth you must! It's magical :)
erinireland @likatehorsman totally saw



5,446 likes

SEPTEMBER 25



 **erinireland**
Nelson, British Columbia [Follow](#)

erinireland Feeling on top of the world in Nelson, BC. This town is amazing!!! Blown away by the extra-nice people, the epic Kootenay mountains and the food. Started the day with a delicious soy latte at Oso Negro, a visit to Kootenay Co-op (where were the communal sandals I've been hearing about?), and then did the Pupit Rock hike. More in stories ☺☺ Roen's going to bed and we're getting @cantinadelcentro takeout and hunkering down in our heavenly (not exaggerating) @humehotel bed. Where else to eat in Nelson? Thanks for any recs!!! #explorebcc #kootrocks @hellobc @kootrocks

Load more comments

lifelish Isn't it an amazing little town?! My brother and his wife live there!!
humehotel Thanks for staying with us @erinireland! We hope you enjoy Nelson :)



3,113 likes

SEPTEMBER 22

Log in to like or comment.

TO DIE FOR
Vancouver

BEST FOOD IN
VANCOUVER

NEW
RESTAURANTS

HOOD
GUIDES

FOOD
NEWS

RECIPES

TRAVEL

TO DIE FOR
FINE FOODS



FOOD FOCUSED FALL GETAWAY TO THE WEST KOOTENAYS

OCTOBER 1, 2017 BY [ERIN IRELAND](#)

HOW YOU CAN DO IT

- Collaborate with Kootenay Rockies
- Collaborate with your local DMO or sectors
- Get to know local influencers in your area
- Work with micro influencers
- Include videos in your influencer trip deliverables
- Access influencer photos from Destination BC's image bank



DESTINATION
BRITISH COLUMBIA™

DESTINATION BC'S SOCIAL MEDIA STRATEGY

FERNIE ALPINE SKI RESORT
KOOTENAY ROCKIES

1. CONTENT COMMONWEALTH



hellobc
Mount Mackenzie

Follow

hellobc Riding the early days of fall on Revelstoke's Mount Mackenzie. 📷 taken by @andrewenroute #exploreBC #exploreCanada #KootRocks #TheRealStoke #mtbBC

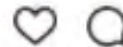
ryersenfair Wonderful 😊💧

bd.ballard Sick shreds!! 🍷🍷

roryalaunder @jamie.lauder I miss Revelstoke riding

jamiedenispenman Awesome pic!

annelomaatita @niiovannifoor "kil waar



5,786 likes

SEPTEMBER 27

Log in to like or comment.



SLACK



REGIONAL INPUT

- Quarterly editorial calendar
- DBC content development (social, email, blog)
- Topics/themes
- Product information
- Influencer trips

2. OUTDOOR SAFETY

BC ADVENTURES MART

- More search and rescue calls in BC than all other Canadian provinces combined
- 5 years ago – 1,000 calls per year in BC; now – 1,600
- “Instagram Bucket List” largely to blame

BC ADVENTURES^{SMART}

- Visitors don't realize the backcountry is the backcountry
- Common rescues: Men 19-25, ESL, Hikers
- Not paying attention to light and time of day
- Not being physically fit



hellobc
Kootenay National Park

Follow

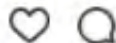
hellobc "After hiking 40 km (25 mi) over 3 days you've earned a glacial dip." 📷 + caption by @kiaraleanne during a recent visit to Kootenay National Park. Remember to respect the terrain, environment, and other users while you are enjoying the trails. Follow the three Ts —trip planning, training, and taking the essentials. @bc_adventuresmart is a great resource to help you get informed before heading outdoors. #exploreBC #KootRocks #exploreCanada #ParksCanada #adventuresmart

View all 34 comments

worldwanderingguy Gotta check this @mrmariokeil

alanna_bond @kiaraleanne @cjllewis23 well just look at that.

gduyndam Oh my gosh....read the caption



8,061 likes

AUGUST 18

Log in to like or comment.



DESTINATION
BRITISH COLUMBIA™

3. WHERE WE PLAY

PATH TO PURCHASE



OUR ROLE

- To inspire travel to BC (emotional urgency)
- To support lead generation for industry
- Pre-trip “dream” stage
- Post-trip advocacy “share” stage

OUR ROLE

- Feature all regions to sell the experience of BC
- Feature businesses based on quality visuals and story associated with it
- Helping tourism businesses become more digitally savvy
- Common, industry-wide data and digital ecosystem

HOW TO ALIGN WITH DESTINATION BC ON SOCIAL MEDIA

TIPS FOR ALIGNING WITH DBC

- Follow us - **@hellobc**
- Participate
- Share
- Watch our brand webinar (**destinationbc.ca**)
- Read our “How to Engage with Destination BC’s Social Media Program” guide (**destinationbc.ca**)

TIPS FOR ALIGNING WITH DBC

- Sign up for our Point of Sale program (**destinationbc.ca**)
- Register for our image bank (**imagebank.tourismbc.net**)
- Subscribe to our blog (**blog.hellobc.com**)
- Follow our corporate Twitter account (**@destinationbc**)
- Subscribe to our corporate newsletter (**destinationbc.ca**)

THANK YOU!

◇ Tree Time ↑