



Social Media Amplification Toolkit

COWICHAN

A Guide to Amplifying Your Business' Content through Tourism Cowichan.

Tourism Cowichan actively markets the region and shares “know before you go” messaging with current and prospective travellers. Through these various channels, we’re able to encourage travellers to consider activities and tours, to travel with safety in mind, and to visit new areas that are ready to welcome them.

Tourism Cowichan’s social media channels are powered by user-generated content; we look at what businesses and travellers are currently posting and request permission to share these images. This means we’re always on the lookout for images and videos that will help us meet the mission of encouraging travel responsibly. As a business, you can help support the tourism industry in your area and help us amplify the offerings you have for guests.

This guide serves to help you best amplify that content by explaining some of the ins and outs of the tools we use, while also highlighting what we look for in user-generated content.

How we source content:

Social media is a rapidly evolving landscape of content, and it can be hard to see everything everyone is posting, so Tourism Cowichan uses a tool called CrowdRiff to pull in images and videos that are posted using specific hashtags or @ mentions. We pull content that uses **#ExploreCowichan**, **#GoWithTheSlow** or that has a tag in the post itself.

Here’s a guide to tagging on Instagram.

If you’d like to share even more with us (your posts, your stories, and photos that you are tagged in, you can Connect your Instagram account to our CrowdRiff platform. [Here’s a bit more information on the Connect portal works](#), and [here is the link to start the process](#).

*You can find us on
Instagram and Facebook:*

📷 @CowichanTourism
f @TourismCowichan

Note: We can only source images from accounts and pages that are public. If your Instagram account is private, we aren't able to pull this content in and share it with our followers. If you'd like to keep your account private, you can send us content directly via email. We recommend that businesses have an Instagram business account and a Facebook page for the widest distribution of your business offerings.

Tip: Remember to make your social media accounts visible to travellers. On your website, you should be linking to each of your accounts, so it's easy to find your channels.

Specials & Events

If you're about to share a special, like a sale, are hosting an event, have started a new business, or have a new blog post out, let us know! We'd love to share it and spread the word.

[Submit your Cowichan events online here.](#)

DBC Content Hub

The BC Content Hub is a portal to Destination British Columbia's digital asset management system. Available image and video assets from Destination BC, Tourism Cowichan, and other tourism partners can be accessed here. Find out more about how you can use these assets to market your business and promote tourism in the Cowichan region.

[Access the BC Content Hub](#)

[BC Content Hub FAQ's](#)

About the Brand:

As representatives of the tourism industry, it's our responsibility to adhere to a set of guidelines around brand and safety. Following these guidelines allows us to set expectations with travellers for what type of experience they will have and how they can contribute positively to the community while they are here.

Tourism Cowichan follows the Destination BC Brand guidelines, [which you can learn more about here](#). Some general rules to follow when taking photos that you'd like us to share are:

- Avoid over-editing images
- 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)

Safety & Responsibility

4VI works with Destination BC, as well as other organizations like the Marine Education and Research Society and Adventure Smart BC, to craft guidelines around portraying the experiences to travellers with safety and sustainability in mind.

We only share content that 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.). Per Transport Canada's safe boating guidelines, ensure the people in the images are wearing the correct PFD for their age.
- 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 the content is shot with a drone, the content captured is in a 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

Wildlife Photography Dos & Don'ts:

- Don't promote imagery that shows a vessel in perceived proximity to marine animals, nor with the engines running

- Don't share content of illegal behaviour and/or obtained by illegal behaviour (feeding, touching, swimming with, moving, disrupting, etc.)
- Use experts to identify species or behaviour. Don't make assumptions.
- Don't share posts of marine mammals surprise appearing near vessels, including kayaks, SUPs, etc.
- Don't share harmful practices to the environment (e.g. hands in tidal pools)
- Do share responsible wildlife viewing examples and educate on the best practices
- Only share drone photography of marine mammals when acquired by a licensed research professional, and include how the image was acquired in the post information
- Do share the unique experiences of Vancouver Island: the many species, the natural setting, the importance of research and conservation, and the wild
- Do share conservation and research efforts
- Do showcase a variety of species and the richness of the whole ecosystem
- Do promote sustainable practices like reducing fossil fuel use, noise, waste and other resources
- Do share how a photographer acquired a photo (from a boat, from a distance, with a zoom lens)
- Do share how a photo was edited to focus on the wildlife.
- Do share photos of guests wearing lifejackets and PFDs
- Do follow the [Keep Fish Wet](#) guidelines for fishing

Further Reading:

[Sustainable Social Media: Managing Visitation to our Natural Places](#)

[Destination BC Partner Content Checklist](#)

[Indigenous Tourism Association of Canada Photography Brand Guidelines](#)

[Tourism Cowichan Brand Guidelines](#)

