

*British Columbia Wine Institute*

# **SOCIAL MEDIA GUIDELINES**

HOW TO ENGAGE WITH OUR SOCIAL MEDIA CHANNELS



Savour this place



WINES OF  
BRITISH COLUMBIA

winebc.com

# HOW TO ENGAGE WITH OUR SOCIAL MEDIA CHANNELS

The *Wines of British Columbia* is active daily across several social media channels, and encourages BC wineries, industry members, visitors and tourism partners to get online and to get involved in celebrating the *Wines of British Columbia*. Together, we can raise awareness about BC wine regions, our world-class wines and sustainable winemaking practices, including information on local wine and food trends, and wine tourism opportunities that span the province.

Strengthening our brand by answering questions and inspiring visitors to share their stories and photos with us reflects the true power of online social mediums. Working together helps our industry.

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

## WINES OF BRITISH COLUMBIA CONSUMER CHANNELS

Twitter: [@WineBCdotcom](#)

Facebook: [www.facebook.com/WineBCdotcom](http://www.facebook.com/WineBCdotcom)

Instagram: [@WineBCdotcom](#)

YouTube: [Wines of British Columbia](#)

Crowdriff: Gallery sharing platform

## WINES OF BRITISH COLUMBIA INDUSTRY CHANNELS

Twitter: [@BCWineInstitute](#)

## TWITTER (INDUSTRY)

@BCWineInstitute

The BC Wine Institute’s Industry Twitter account helps the marketing communications team to work collaboratively with member wineries, wine partners, industry and business stakeholders across BC.

We tweet about resources and programs, advocacy and policy, industry events and media that support all wine regions, wine awards, and job opportunities within the BC wine sector.

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

- Follow us @BCWineInstitute
- Share BC media coverage or accolades with us (i.e. Your winery wins an award) by tagging @BCWineInstitute
- Share photos from media, trade and other industry events with us by tagging @BCWineInstitute
- Access industry resources, such as wine and food tourism research data
- Retweet our tweets from your personal, business, corporate or industry accounts
- Use hashtag #BCWine to share relevant industry news

## TWITTER (CONSUMER)

@WineBCdotcom

The BC Wine Institute consumer Twitter account has a following of more than 11,400 people. Each day we seek to engage with potential on-the-ground BC wine lovers and travelers, looking for ways to improve their experiences and connect them directly with our member wineries and tourism partners. We also regularly share photos and content from across the province to inspire potential BC wine visitors. This valuable content can be shared on your own consumer winery Twitter channels. We look forward to engaging in conversation with you!

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

- Follow us @WineBCdotcom
- Follow the hashtag #ExploreBCWine to find photos, videos, contests and content ideas that you can share
- Retweet tweets that may be relevant to your community
- Share your BC photos and tweets by tagging them with #BCWine and/or #ExploreBCWine
- Jump into the conversation by tagging us @WineBCdotcom. Give us feedback on the content we’re sharing, respond to travel questions, join in on Twitter conversations, or simply introduce yourself and say hello
- Look for opportunities to engage with wine visitors and travelers; if we tag you in a conversation with a visitor, it means we think they could benefit from your local expertise!

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## INDUSTRY VS. CONSUMER TWITTER?

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

@WineBCdotcom	@BCWineInstitute
Photos and tweets about BC wine, geographical regions, events, activities and contests to inspire consumers	Photos and tweets about industry events, updates and news
Travel planning resources, education and information for consumers	Awards results, BCWI reports, industry job postings
Blog posts on topics of interest for consumers	Blog posts on topics important to industry and stakeholders
	CEO updates and industry news



## FACEBOOK

The BC Wine Institute Facebook page has a growing and passionate community of more than 22,000 who enjoy engaging on BC wine trends, travel, contests and event opportunities. Our Facebook page enthusiastically shares videos, photos, advice on BC wine releases, wine and food pairings, harvest activities and national and international awards from our members. Daily content shows a mix of blog posts, partner content, and user-generated content.

You can be a part of our community, support the growing reputation of BC wine and raise awareness by doing the following:

- Like us at [www.facebook.com/WineBCdotcom](https://www.facebook.com/WineBCdotcom) as an individual, and as a business page.
- Check out our posts regularly! Comment on, like, and share post content directly from our page to help amplify the message and conversation.
- Answer questions that specifically reference your winery or wines. We work to tag you in our Facebook conversations wherever possible.
- **Establish a Crossposting Relationship:** Crossposting is a way to share videos across multiple pages. First, establish a crossposting relationship with us by following these [instructions](#). Once the relationship is confirmed, videos can be shared and promoted across pages as new valuable content.

## INSTAGRAM

The BC Wine Institute's Instagram account has an audience close to 10,000 active photographers and story tellers, both amateur and professional, including media and industry influencers. Every day, we share inspiring photos of BC wine regions illustrating our places, people and product. We curate from the [#BCWine](#) and [#ExploreBCWine](#) hashtag and regularly look to feature inspiring photos from our members.

You can be part of our fast-growing community and raise awareness by doing the following:

- Follow us [@WineBCdotcom](#)
- Like and comment on our Instagram content.
- Interact with other users by commenting and sharing your wine news, knowledge and expertise. We copy your Instagram channel on conversations that mention your winery or wines.
- Include hashtag [#BCWine](#) and regularly copy us on your Instagram photos and video so we can reach out and request your permission to repost! If we ask to use your Instagram visuals for future marketing purposes, please respond [#YesBCWine](#).
- Learn how to [repost](#) Instagram content from our channel that fits with your marketing objectives.
- Regularly copy [@WineBCdotcom](#) on Instagram stories and repost stories from our channel. Note that we pin and categorize stories to the front page of our Instagram channel.



## YOUTUBE

YouTube is the world's largest video-sharing website. The BC Wine Institute's channel currently features more than 80 videos and several subscribers.

Become part of a growing BC wine video hub by subscribing to our channel and sharing videos in the following ways:

- [Subscribe](#) to our YouTube channel.
- Please take a couple of moments to look at the videos and video playlists we feature.
- Note videos of interest. Like or comment on the videos and reshare across your social channels.
- [Connect](#) directly for the HTML code to embed a Wines of British Columbia video into your blog post or e-newsletter.

## CROWDRIFF

Shared Crowdriff galleries provide an easy way to collaborate with the BC Wine Institute on your top performing photos and video. [Connect](#) with us to learn how to create and feature a shared photo and video gallery on your website.

Current website galleries feature fresh content from each of BC's nine geographical indications (GIs) and four sub-geographical indications (sub-GIs).