

SOCIAL MEDIA GUIDELINES



HOW TO WORK WITH BRITISH COLUMBIA WINE INSTITUTE (BCWI) DIGITAL AND SOCIAL MEDIA CHANNELS TO BUILD YOUR BRAND AND BUSINESS.

30
YEARS
OF BC VQA

obc
WINES OF
BRITISH COLUMBIA

HOW TO WORK WITH OUR DIGITAL AND SOCIAL MEDIA CHANNELS TO BUILD BRAND AND BUSINESS

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's beautiful wine regions, premium wines and sustainable winemaking practices, including information on local wine and food trends, and wine tourism experiences 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 leveraging digital and social media and, in working with our channels, support your brand, business and industry.

WINES OF BRITISH COLUMBIA CONSUMER CHANNELS

Twitter: [@WineBCdotcom](#)

Facebook: www.facebook.com/WineBCdotcom

Instagram: [@WineBCdotcom](#)

YouTube: [Wines of British Columbia](#)

Crowdriff: Gallery sharing platform

WINES OF BRITISH COLUMBIA INDUSTRY CHANNELS

Twitter: [@BCWineInstitute](#)

LinkedIn: www.linkedin.com/company/british-columbia-wine-institute

TWITTER (INDUSTRY) @BCWineInstitute

The BC Wine Institute’s Industry Twitter account communicates industry-related information and helps the marketing 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 industry account:

- Follow us [@BCWineInstitute](#).
- Share BC media coverage or accolades with us (eg. Your winery wins an award) by tagging [@BCWineInstitute](#).
- Share photos from media, trade and other industry events with us by tagging [@BCWineInstitute](#).
- Access timely bite-size and relevant industry resources from distribution channels like YouTube, the BCWI weekly newsletters and [WineBC.com](#).
- 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 22,000 people. Every day we seek to engage with active and potential BC wine lovers and visitors, 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 visitors to come and explore our wine regions. Valuable content that can be shared on your own consumer winery Twitter channels. We look forward to engaging in the conversation with you!

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

- Follow us [@WineBCdotcom](#).
- Follow and search the hashtag #BCWine to find photos, videos, contests and content ideas that you can share.
- Retweet any of our tweets that may be relevant to your wine region or community.
- Share your BC photos and tweets by tagging them with #BCWine and/or #BCWine30Yrs.
- Jump into conversation by tagging us [@WineBCdotcom](#). Give us feedback on the content we are sharing, respond to visitors’ questions, join in on Twitter conversations or simply introduce yourself and say hello.
- Look for opportunities to engage with wine consumers and travellers; if we tag you in a conversation with a visitor, it means we think they could benefit from your knowledge on wine and local expertise.

INDUSTRY VS. CONSUMER TWITTER?

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

@BCWineInstitute	@WineBCdotcom
<p>Photos and tweets about industry events and news.</p> <p>Awards results, BCWI reports, industry job postings.</p> <p>Blog posts on topics important to industry and stakeholders.</p> <p>Member resources and information to assist with consumer targeted campaigns.</p> <p>CEO updates and industry news.</p> <p>Links to the BCWI member resources including statistics, data, campaign assets and marketing collateral.</p>	<p>Photos and tweets about BC wine, geographical regions, events, virtual events, activities and contests to inspire consumers.</p> <p>Travel planning resources, education and information for consumers.</p> <p>Blog posts on topics of interest for consumers.</p> <p>Media articles of value to consumer audiences.</p> <p>Consumer-targeted programs and campaigns lead by or sponsored by the Wines of British Columbia.</p>



FACEBOOK

The BC Wine Institute Facebook page has a growing and passionate community of more than 34,000 who enjoy engaging with BC wine on trends, travel, contests and event opportunities. Our Facebook page regularly shares videos, photos, news, facts on BC wine, wine and food pairings, harvest activities and national and international awards from our members. Facebook content shares 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 VQA Wine, and help raise brand awareness and your winery profile by doing the following:

- Like us at www.Facebook.com/WineBCdotcom. Like us as an individual, and as a business page.
- Copy us on posts from your Facebook page. Ensure [@WineBCdotcom](https://www.facebook.com/WineBCdotcom) is part of your page conversations!
- Check out our posts regularly! Comment on, like and share posts directly from our page to help amplify the message and conversation.
- Answer consumer questions that specifically reference your winery or wines. We frequently tag our member wineries in our Facebook conversations wherever possible in order to bring you into the discussion.
- Establish a crossposting relationship as a way to use videos across multiple pages. Follow [these instructions](#). Once we confirm the relationship, videos can be shared.
- Market your winery and BC wines using Facebook's Advertising Platform. A tutorial is available [here](#).
- Communicate and post a Facebook moderation policy in the "About" section of your page to secure polite discourse. Template [here](#).

INSTAGRAM

The BC Wine Institute's Instagram account has an audience of more than 25,000 active photographers and story tellers, both novice and professional, including media and industry influencers. Every day, we share inspiring photos of BC wine regions illustrating our place, people and premium wine products. We curate from a [#BCWine](#) or [#BCWine30Yrs](#) hashtag and we would love to feature your photo next.

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

- Follow us [@WineBCdotcom](https://www.instagram.com/WineBCdotcom).
- Like and comment on our Instagram content.
- Interact with other users by commenting and sharing your wine knowledge and expertise. We will copy you in on any conversations in Instagram that mention your winery or wines.
- Regularly tag [#BCWine](#) and [#BCWine30Yrs](#) and 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.
- Don't forget to repost Instagram stories and note that we archive key Instagram stories to our channel, in case you missed it!
- Learn how Instagram's Algorithm works. A simple tutorial is [available here](#).



YOUTUBE

YouTube is the world's largest video-sharing website. The BC Wine Institute's channel currently features more than 80 videos and has earned a number of followers.

You can be part of the community and engage with our video content in the following ways:

- Subscribe to our YouTube channel [here](#). Help us get to 200 subscribers!
- Take a couple of moments to look at the videos and video playlists we feature.
- Note the BCWI member YouTube playlists that include digital marketing resources on social media, important industry updates from BCWI and Wine Growers Canada (WGC), and timely information on new marketing programs.
- See any videos of interest? Like or comment on the video. Reshare the video on your social channels.
- Copy the share link and re-share the videos on your own Facebook and Twitter.
- Email us for the HTML code for any video and easily include or feature our video in your blog posts or website.

LINKEDIN

Locate the latest industry updates and news on the BC Wine Institute's LinkedIn Company Page. As the number one lead generation network with a 630 million plus member reach, LinkedIn connects and encourages community discussion with industry experts and professionals across the global wine sector.

The BC Wine Institute LinkedIn following has grown to more than 1,800 industry professionals and regularly features BCWI member opportunities and industry milestones. Posts take place after regular business hours (evenings) and is a mobile-friendly way to catch up on the latest industry news.

How to participate:

- Visit LinkedIn and [learn how to create](#) a professional profile.
- Once you have a profile [follow](#) the BC Wine Institute Company LinkedIn Page.
- Share BCWI LinkedIn post and updates to your professional profile.
- Comment, share news and add your voice to the LinkedIn conversation to help broaden your voice, channel reach and winery brand as part of the Wines of British Columbia community.



CROWDRIFF

Shared Crowdriff galleries on the BCWI's Crowdriff platform is an easy way to collaborate with the BC Wine Institute on your top performing photos and videos. Help us build shared photo and video collections for your website and ours.

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

GOOGLE MY BUSINESS

Harnessing the power of a [Google My Business](#) account allows BC wineries to communicate with consumers on how to best purchase wines and the status of their tasting room operations. Google My Business is a free tool for BC businesses and verifies information for customers searching through Google's search engine and maps. Google is the most used search engine in the world and handles more than 5.4 billion searches each day.

Ensure consumers are aware of announcements or changes to your winery, including operating hours, closures, and key contacts. You can even create a free website and make use of the COVID-19 update within the platform, which allows wineries to quickly alert the public to safety information. BCWI offers the following [tutorial](#) to assist.

KLEAR

The BC Wine Institute utilizes Klear, an influencer marketing campaign management platform, to help vet and identify genuine online social influencers. Social media marketing "influencers" can help to amplify the Wines of British Columbia brand, earning larger reach and engagement from segmented audiences that can sometimes be difficult to reach through traditional marketing or corporate social media channels.

How to work with us:

- Identify a few social media influencers that fit your brand image and objectives.
- Contact the BC Wine Institute for a report on the influencer's reach, demographic and work experience with professional brands. The report will audit the influencer's social media channels to ensure following is real vs. fake.
- Obtain advice from the BC Wine Institute before negotiating rates and finalizing a contract for services.
- Apply the BC Wine Institute influencer [protocol template](#) to ensure professional conduct of your BC wine brand at all times.

READY TO REOPEN

SOCIAL MEDIA GUIDELINES



**NEW NORMAL. SAME GENUINE PEOPLE.
SAME BREATHTAKING PLACES. A NEW GREAT EXPERIENCE.**



**WINES OF
BRITISH COLUMBIA**

SOCIAL MEDIA GUIDELINES FOR OPERATING DURING COVID-19 REOPENING PHASE

- Share authentic experiences to tell your story and share with your community and visitors what your winery and BC wine country is all about right now.
- Update your digital media sites with current information, updated hours or policy implications.
- Respond to social media posts in a timely fashion and make sure pages are updated and monitored.
- Begin collecting new stories, images, social posts, videos and anecdotes from your winery that showcase how staff and consumers are genuinely working to enjoy BC wine and are adapting to new rules of engagement together.
- Stay mindful and visually demonstrate that your winery understands the importance of new rules of engagement as outlined by WorkSafeBC and the Provincial Health Officer. Demonstrate your actions to date.
- Suggested Dos and Donts:
 - ✓ **DO** share photos of small groups.
 - ✗ **DO NOT** show large clusters of people or those who may appear not to be practicing safe physical distancing.
 - ✗ **DO NOT** post photos with glasses clinking or touching, or bottlenecks touching glasses.
 - ✓ **DO** post visuals illustrating a clean, well-organized or re-engineered tasting room, retail and hospitality operation.
 - ✓ **DO** post visuals of staff taking precautions within your winery; examples: welcoming of guests with direction to hand-washing station, cleaning of payment touchpads, regular glass cleaning or repositioning products to minimize touchpoints.
 - ✓ **DO** post visuals of outdoor tastings, if available option at your winery.
 - ✓ **DO** communicate your winery experiences and future events accompanied with reassuring visuals and messaging that promote the measures in place to make them safe.
- Examples of COVID-19 appropriate photos are available here [[Gallery](#)].
- Communicate personalized, calm and clear messages on social media and keep to a friendly, welcoming and reassuring tone to help build and secure a relationship of trust (see [Ready to Reopen Winery & Hospitality Key Messages](#))
- Visitors will have changing expectations for their experience. Listen on social media, and prioritize what visitors are looking for over what you have focused on before.
- While BC's wine regions may not have changed, the way we experience them will. Encourage people to 'rediscover' their favourite wines and winery. Share with your customers what your winery is doing that is "same and different".
- As time passes, you may wish to invite people to rediscover and share their local experiences using unique hashtags.