

READY TO REOPEN 2.0

SOCIAL MEDIA

GUIDELINES



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

As of June 15, 2021



WINES OF
BRITISH COLUMBIA

SOCIAL MEDIA GUIDELINES FOR OPERATING DURING BC'S RESTART FOUR-STEP PLAN

- Share your winery's authentic story and experiences with your community and visitors to reassure a safe and welcoming experience in BC wine country.
- Update your digital media sites with current information, including hours of operation, indoor and outdoor tasting experiences, and any new health and safety policies that are in place.
- Respond to social media posts in a timely fashion and make sure all channels are updated and monitored.
- Begin collecting new stories, images, social posts, videos and anecdotes from your winery that showcase how employees and consumers 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 bottle-necks touching glasses.
 - ✓ **DO** post visuals illustrating a clean, well-organized or re-engineered tasting room, retail and hospitality operation.
 - ✓ **DO** post visuals of employees taking precautions within your winery; examples: proper use of masks, welcoming of guests wearing masks with direction to hand-washing station (if applicable), 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 sensitive 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 [Wine Growers British Columbia Ready to Reopen 2.0: Winery and Hospitality Key Messages](#))
- Listen regularly on social media to understand consumers needs and concerns. Be ready to adapt your experiences to align with what consumers expect and current health and safety measures.
- While BC's wine regions may not have changed, the way we experience them has. Encourage people to rediscover their favourite wines and winery. Share with your customers what your winery is doing that is "same and different".
- As each phase of BC's Restart Plan takes place, invite people to rediscover your winery and to share their moments using hashtag #BCWineLife.