



#REALTIME[YOURREGION]
#BCWINE #EXPLOREBC

WILDFIRE COMMUNICATIONS

SOCIAL MEDIA & COMMUNICATIONS GUIDE FOR BC WINERIES

Wildfire and smoke conditions can vary significantly across British Columbia's nine wine regions. This toolkit provides practical guidance, adaptable messaging and trusted resources to help wineries communicate clearly with guests, employees, media and community partners during periods of elevated wildfire activity.

During periods of wildfire activity, visitors often look directly to wineries for current, local information. Your social channels can help guests understand current conditions, make informed travel decisions and feel confident about what to expect when they arrive.

Focus on what is happening at your winery today.

- ✓ Be current
- ✓ Be factual
- ✓ Be transparent
- ✓ Direct visitors to official information sources

IMPORTANT KEY MESSAGES

Conditions vary across BC. British Columbia is home to nine distinct wine regions, and wildfire activity or smoke affecting one community does not necessarily reflect conditions elsewhere in the province. Visitors should check the current conditions for the specific region or winery they plan to visit rather than relying on province-wide headlines.

Wineries are here to help visitors make informed decisions. BC wineries continue welcoming guests and sharing exceptional wine experiences. Wineries help visitors travel with confidence by posting real-time photos and updates, communicating any operational changes, and directing guests to trusted travel resources such as DriveBC, BC Wildfire Service, EmergencyInfoBC and HelloBC.



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1. SHOW FAVOURABLE CONDITIONS

Conditions can vary significantly between BC wine regions and communities and we need to show people how diverse the areas are, and that there are blue skies to be found. The most valuable information wineries can provide is accurate, current and specific to their location. Share:

- Blue skies and visibility
- Vineyard, patio or tasting room views
- Guests enjoying winery experiences
- Indoor and outdoor seating areas
- A brief update from staff
- Your current operating status

Best Practice: Always include the date, time and location so visitors know the content is current. Remember:

- If smoke or reduced visibility is present, you can acknowledge it if asked, but do not post.
- Do not use older images in a way that suggests they were taken today.

2. CLEARLY COMMUNICATE YOUR STATUS

Visitors should be able to quickly determine whether your winery is:

- Open
- Open with modified services
- Offering indoor tastings
- Operating by reservation
- Adjusting an event or experience
- Temporarily closed

Best Practice: Communicate what is true right now. Avoid predicting future conditions.

3. HIGHLIGHT COMMUNITY SUPPORT

If your winery is participating in relief efforts, share accurate information about:

- Donation drives
- Community collection points
- Support for evacuees
- Fundraising initiatives
- Local Volunteer efforts

Best Practice: Confirm organizations are accepting donations before posting.



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4. ENCOURAGE VISITATION RESPONSIBLY

If your winery and community remain open and accessible, it is appropriate to remind guests that supporting local wineries supports local families, employees and businesses.

Best Practice: Lead with public safety and operating information first. Avoid overly promotional messaging during emergency situations.

5. DIRECT VISITORS TO TRUSTED SOURCES

Provide information. Do not interpret wildfire behaviour or emergency conditions.

Refer visitors to:

- EmergencyInfoBC for emergency alerts, advisories and evacuation information
- BC Wildfire Service for wildfire activity and updates
- DriveBC for road conditions and travel information
- Local governments, First Nations and health authorities for regional updates
- The Air Quality Health Index for health-related air quality information

Best Practice: Share official information sources rather than interpreting wildfire activity yourself.

6. EXPRESS GRATITUDE

Consider recognizing:

- Firefighters
- Emergency personnel
- Volunteers
- Community organizations

Encourage visitors to follow official guidance, road closures and fire restrictions



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SOCIAL MEDIA CHECKLIST

Before posting, confirm that your content:

- ☐ Uses a current photo or video
- ☐ Includes the date and time
- ☐ Clearly states whether the winery is open
- ☐ Notes any service changes
- ☐ Uses calm, factual language
- ☐ Avoids speculation or guarantees
- ☐ Directs visitors to official sources
- ☐ Does not speak for an entire region
- ☐ Is sensitive to affected communities
- ☐ Tags @WinesofBC when updates may be helpful to visitors

Use the hash tags:

#realtime(your region)

#bcwine

#exploreBC

Tag @WinesofBC and we will repost your content if appropriate

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NEED COMMUNICATIONS SUPPORT?

Contact Wine Growers British Columbia if:

- Your winery receives media inquiries
- Operating conditions change
- Incorrect information is circulating
- You need support with messaging or media relations



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