



Arrow Slokan Tourism Association

info@arrowslocan.com

250-265-7144

Social Amplification Toolkit

A guide to amplifying your business' content through ASTA's Social Media Channels

ASTA actively markets the region through social media 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.

ASTA's social media channels are powered by user-generated content; we look at what businesses, residents 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 responsible travel. As a business, you can help support the tourism industry in your area and help us amplify the offerings you have for the 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.

The basics

- Find us on Instagram at [@visitarrowlocan](https://www.instagram.com/visitarrowlocan)
- Find us on Facebook at [facebook.com/visitarrowlocan](https://www.facebook.com/visitarrowlocan) or by tagging Arrow Slokan Tourism
- A hashtag helps consumers easily find content: #ArrowSlocan

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 we use a mix of ways to source content. The easiest way is when users tag us directly (@VisitArrowSlocan) or use the hashtag #ArrowSlocan.



Arrow Slokan Tourism Association

info@arrowslokan.com

250-265-7144

Additionally, we spend time looking at geotagged locations on Instagram. When we see a post we want to share, we will ask the user by posting a comment asking for permission to share their post on our channels.

[Here's a guide to tagging on Instagram.](#)

NOTE: We can only source images from accounts and pages that are public. If your IG 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.

Content Pillars

We aim to share a variety of content from across the region that highlights the authenticity of our communities. To help guide our content, we've identified content pillars that demonstrate the Arrow Lakes and Slokan Valley regions unique approach to storytelling and visitor experiences. As a stakeholder, when you can create and share content that aligns with these pillars we are more likely to be able to highlight your content and services:

- Local Culture
 - a first person point of view of the region and things to do (e.g. take us on a tour of your business or a place in your community)
 - profiling people who have made an impact on the community/in the region (e.g. people are what make our region great, we want to share them with others)
 - showcasing diversity, of all types, both in front of, and behind the camera (e.g. Black, Indigenous and People of Colour, people with disabilities, gender diverse people, people of all ages)
- Things to Do
 - special and ongoing community events (e.g. an annual trail build, a summer lake clean up, a weekly farmers market, we want to know!)
 - Cool trails, fun boating spots, great restaurants and cafes (e.g. in your opinion, where should visitors go to get a taste of some of the great things to do in our region?)



Arrow Slocan Tourism Association

info@arrowslocan.com

250-265-7144

- Natural Spaces
 - our region is known for beautiful landscapes and scenery, help us highlight some of the beautiful landscapes in your area that have capacity to accept visitors (e.g. also share any environmental stewardship information that might be applicable)
 - We live alongside wildlife big and small, let's showcase our animal neighbours too!

Specials and 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. You can tag us, or feel free to email us at info@arrowslocan.ca

Guidelines

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.

About the brand

ASTA follows the [Destination BC Brand guidelines](#). These guidelines help steer our content, particularly when it comes to putting the province, and in turn our region, on the map for potential, further away visitors. However, we also highlight less editorial style content on our channels particularly when it showcases the authentic and local cultures of the Arrow Lakes and Slocan Valley region. 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 (cliched 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)



Arrow Slokan Tourism Association

info@arrowslokan.com

250-265-7144

Safety and responsibility

ASTA utilizes messaging from Destination BC, Leave No Trace Canada and Adventure Smart BC, to craft guidelines around portraying 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 licenses
- It is an actual place/experience a traveller 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 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 harmful practices to the environment
- Do share responsible wildlife viewing examples and educate on the best practices



Arrow Slocan Tourism Association

info@arrowslocan.com

250-265-7144

- Do share the unique experiences of the region: 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 Them Wet guidelines for fishing