



AGENDA

Committee of the Whole

to be held on September 21, 2021 at 1:00 p.m.

977 South Maquinna Drive in Council Chambers and by electronic means

Remote Access

To attend this meeting remotely by Zoom/ phone:

Join the Zoom Meeting

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Meeting ID: 747 359 9558

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Call to Order

Introduction of

Late Items

None.

Approval of the Agenda

New Business

M 1

B.C. Ambulance Service (Tahsis Station)- presentation to Council on Service Delivery in Tahsis.

Kira Marshall, Tahsis Community Tourism Co-ordinator: Presentation on

2 Tahsis' digital marketing program.

Adjournment



RAW NATURE. RICH HISTORY.
RARE ADVENTURE.

Experience Tahsis

Social Media Implementation and Maintenance Project Overview



Project Overview

Goal

This project seeks to generate online interest in the Tahsis/Nootka Sound region through two social media channels: Facebook & Instagram.

Channels

Where Instagram tends to create intrigue through visual draws, Facebook can be a stable base for sharing “know before you go” messaging, links to resources, and in-depth content.

Deliverables

The project will see the development of the two channels, a user-generated content strategy, and the development of social media sharing guidelines, and content ideas.

Most Important Thing

Encourage travellers to share their content with us, to build a strong UGC base. Funnel traffic to the website, ultimately leading to visits in the region.



What is UGC?

User-Generated Content

By definition, user-generated content is any form of content—text, posts, images, videos, reviews, etc.—created by individual people (not brands) and published to an online or social network.

Billions of images are shared on social media everyday. Buried within them are the most authentic and relevant brand experiences that people crave and brands can't manufacture.

This presents marketers with an unprecedented opportunity to usher in a new era where brands market with people, instead of marketing at them.



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

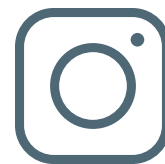
Experience Tahsis actively markets the region and shares "know before you go" messaging with current and prospective travellers. Through these various channels, we're able to encourage travellers to consider activities and tours, to travel with safety in mind, and to visit new areas that are ready to welcome them.



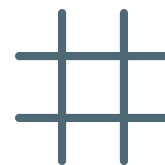
Channels and Hashtag



Experience Tahsis



@experiencetahsis



ExperienceTahsis



Brand & Safety Alignment



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 travelers for what type of experience they will have and how they can contribute positively to the community while they are here.

Video

About the Brand

Experience Tahsis follows the Destination BC Brand guidelines, which you can learn more about on their website. 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



By abiding to the British Columbia brand, this gives us a greater chance to be shared on a regional, provincial, and even national level.

Safety & Responsibility

Tourism Vancouver Island works with Destination BC, as well as other organizations like the Marine Education and Research Society and Adventure Smart BC, to craft guidelines around portraying the 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.
 - 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
- Wildlife is respected (respectful distance, no human interactions, not being fed)
- Seasonal and geographic dispersion are considered; lesser-known areas are featured

CONTENT MARKETING STRATEGY

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience - and, ultimately, to drive profitable customer action.

RAW NATURE. RICH HISTORY.
RARE ADVENTURE.

OUR BRAND
TAGLINE

To experience Tahsis is to experience raw nature, rich history, and rare adventure.

OUR BRAND ESSENCE



Visiting Tahsis will slow you down and take you away from your busy life by immersing you in powerful nature and blissful solitude.

OUR BRAND PROMISE

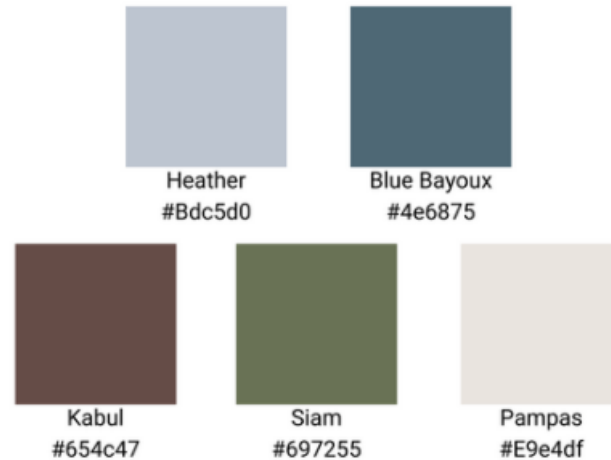
Tahsis is for those aged 25-55 who are local Islanders and Western Canadians, as well as Western USA (Alberta, BC, Washington, Oregon, California) who value adventure and remoteness, unique experiences and culture. They are interested in exploring new places, not afraid to get their feet wet, and are prepared for the unexpected. For explorers, not vacationers; who want to be moved, transformed and challenged.

WHO WE'RE FOR



OUR BRAND'S VISUAL EXPRESSION

A brand is expressed visually through a number of different elements all working together. Most common brands include a logotype, typography, colour, pattern and imagery.



COLOURS

Neutral, earthy

- Primary:
 - Heather #Bdc5d0
 - Blue Bayoux #4e6875
- Secondary:
 - Kabul #654c47
 - Siam #697255
 - Pampas #E9e4df

TYPEFACES

- Heading: Averia Sans Libre
- Body: Roboto sans-serif

PHOTOGRAPHY STYLE

- Raw
- Natural
- Not over-edited
- Clear
- Straight on



Facebook Page

Experience Tahsis
8/1/2021-8/30/2021



Total Page Likes

177



Page Impressions

13,512

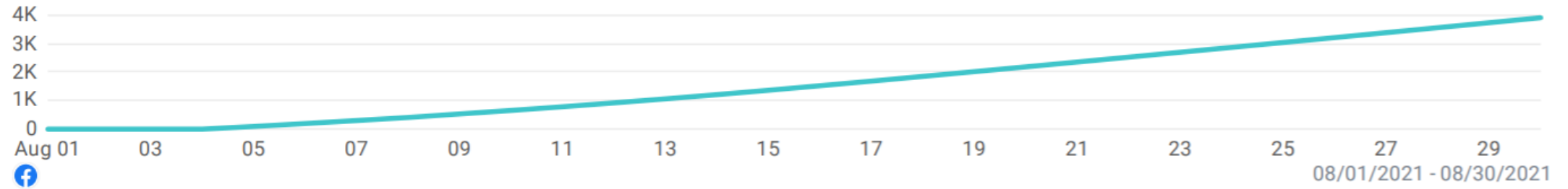


Reach

11,921

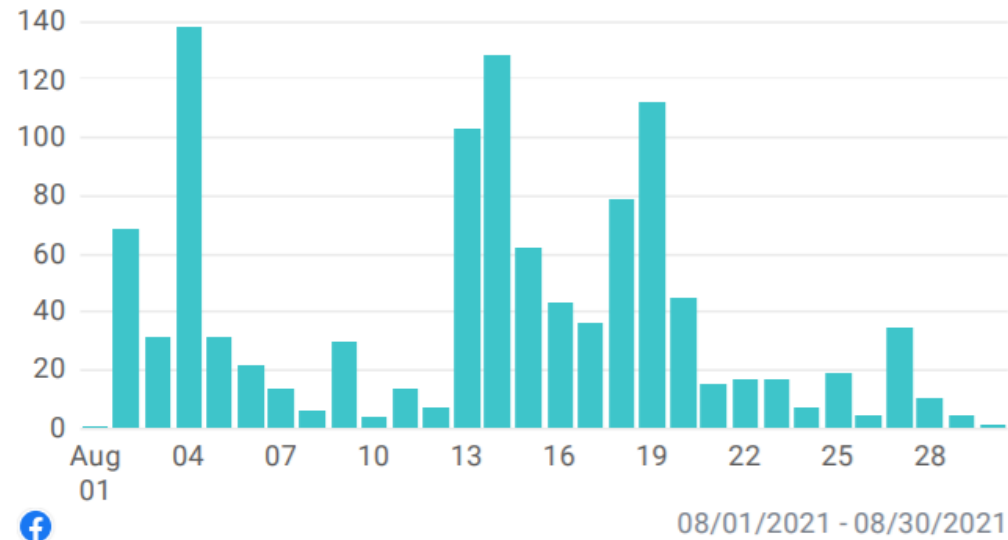
Page likes over time

○ Total page likes (Cumulative)



Page engagement

● Engaged users



Page engagement rate

Engagement rate is calculated by $\text{total_engagements} / \text{total_reach} * 100$;



Engagement rate

5K%



08/01/2021 - 08/30/2021

Top performing Facebook posts



Message: Located on the West Coast of Vancouver Island, Tahsis is a premier ecotourism destination with unparalleled outdoor recreation,...

Created at: 2021-08-02 15:00:59

Post impressions

5,454

Post clicks

86



Message: Repost from @davebrick - "At the foot of the mountains." This quiet scene of Westview Marina & Lodge transforms on Friday nights as...

Created at: 2021-08-19 02:00:28

Post impressions

1,691

Post clicks

156

Instagram Page

@ExperienceTahsis
8/1/2021-8/30/2021



Total Followers

216



Engagement Rate

1.07%*



Reach

1,218

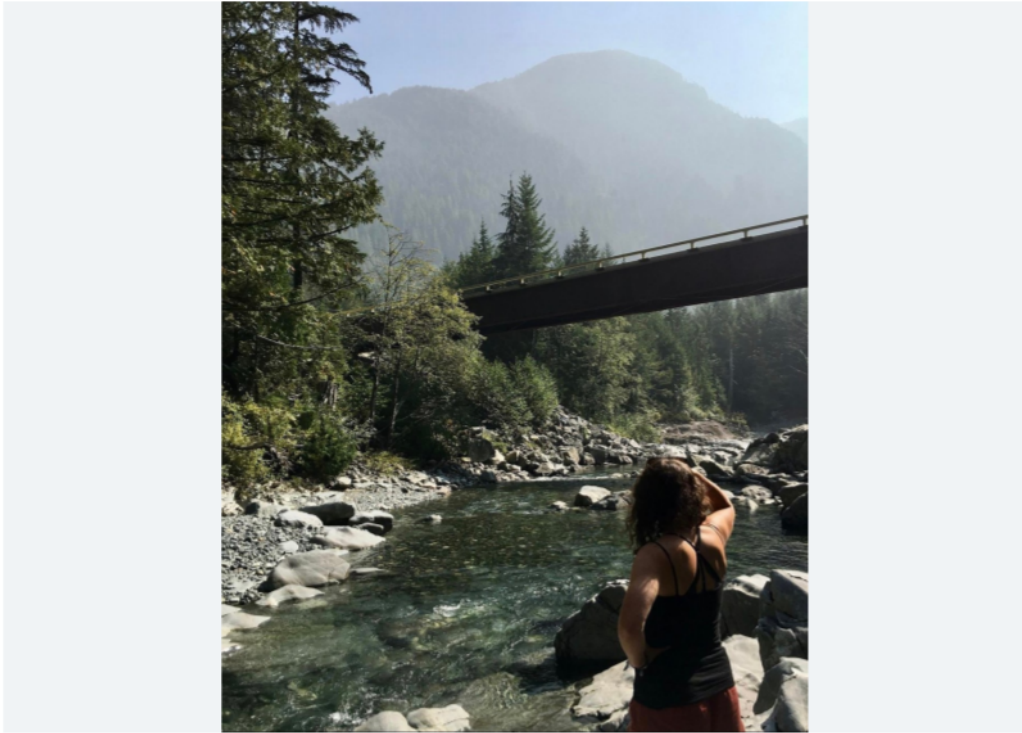
**Median engagement across all industry
is 1.6%*

Top performing Instagram posts



Message: Tahsis Inlet was voted BC’S top boating destination for 2019! Tahsis Inlet is located midway up the west coast of Vancouver Island...

| Impressions | Likes |
|-------------|-------|
| 303 | 57 |



Message: Getting to Tahsis is an adventure in itself! From Campbell River, take Highway 28 through stunning Strathcona Park to Gold River, then...

| Impressions | Likes |
|-------------|-------|
| 395 | 56 |

Growth Timeline



Establish Social Media Channels

With branded cover/profile photos, bios, link tree and hashtags

Set Up

A social media scheduling tool, content calendar, social sharing guidelines and reporting.

Encourage, curate and share

User-generated content

Build

A community of followers for continual marketing of the Tahsis brand.

Engage & Support

Local stakeholders to learn the importance of a strong brand and online presence.

Y2: Gain Traction

Create meaningful content and get notice from users and media.



Questions?

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