



# AdventureSmart



Get informed & go outdoors!

## BC AdventureSmart Social Media Safety Messaging Summer 2019

BC AdventureSmart Twitter: [@BCAdvSmart](#)  
BC AdventureSmart Instagram: [@BCAdvSmart](#)  
BC AdventureSmart Facebook: [@BCAdvSmart](#)

### Boilerplate Copy

This can be adapted depending on the channel (social media platforms, blog, video caption, etc.) and should be used appropriately when posting and featuring images and video around these activities.

BC has over 1,700 search and rescue (SAR) incidents annually, with 80 SAR groups, consisting of 2,500 volunteers responding to those incidents. BC AdventureSmart increases awareness to help reduce the number and severity of incidents by delivering outdoor recreation safety programs to outdoor enthusiasts, to students at schools, to outdoor clubs and at workplaces to upwards of 20,000 face-to-face annually. Additionally, BC AdventureSmart hosts special events in provincial and national parks, at trail heads and on skil-hills with season and sport specific messaging.

#### *General*

No matter what outdoor activity you are planning, be prepared. Follow the three Ts—trip planning, training, and taking the essentials. AdventureSmart is a great resource to help you get informed before heading outdoors.

#### *Hiking*

Remember to respect the terrain, environment, and other users while you are enjoying the trails. Follow the three Ts—trip planning, training, and taking the essentials. AdventureSmart is a great resource to help you get informed before heading outdoors.

#### *Mountain biking*

Remember to respect the terrain, environment, and other users while you are enjoying the trails. Follow the three Ts—trip planning, training, and taking the essentials. AdventureSmart is a great resource to help you get informed before heading outdoors.

#### *Backcountry camping*

No matter where you plan to go, make sure you are well prepared for your backcountry trip. Follow the three Ts—trip planning, training, and taking the essentials. AdventureSmart is a great resource to help you get informed before heading outdoors.

#### *Water activities*

It is imperative to stay safe when playing on or near water. Be prepared, wear a lifejacket or PFD (personal flotation device), don't drink alcohol, and make sure you are familiar with your chosen activity. AdventureSmart is a great resource to help you get informed before heading out on the water.



# AdventureSmart



Get informed & go outdoors!

## Canyoning/Canyoneering/Caving

It's imperative to stay safe when exploring a cave or canyon. Ensure that you carry proper, reliable equipment and know how to use it safely. Explore within your physical/mental ability and limitations, stick to established underground routes and practice the explorers motto: "Take nothing but pictures, kill nothing but time, leave no trace." Regardless of your experience level, never go canyoneering alone and always leave a Trip Plan!

## *Skiing (alpine)*

Alpine resorts are bordered by uncontrolled wilderness areas. Respect the boundary lines and don't ski out of bounds. Make sure you know the Alpine Responsibility Code and learn about the danger of tree wells. AdventureSmart is a great resource to help you get informed before heading outdoors.

## *Backcountry skiing*

Skiing in backcountry areas means severe weather and avalanches are real hazards. You and everyone in your group must be self-sufficient—carrying all the proper gear (transceiver, shovel, and probe) and have avalanche training. AdventureSmart is a great resource to help you get informed before heading outdoors and always remember the three Ts—trip planning, training, and taking the essentials.

## *Snowmobiling*

Snowmobiling in backcountry areas means severe weather and avalanches are real hazards. You and everyone in your group must be self-sufficient—carrying all the proper gear (transceiver, shovel, and probe) and have avalanche training. AdventureSmart is a great resource to help you get informed before heading outdoors. Remember the three Ts—trip planning, training, and taking the essentials.

## *Winter recreation (snowshoeing, hiking, etc.)*

Snowshoeing and hiking in winter conditions can be hazardous. If you are travelling through avalanche terrain, you and everyone in your group must be self-sufficient—carrying all the proper gear (transceiver, shovel, and probe) and have avalanche training. AdventureSmart is a great resource to help you get informed before heading outdoors. Remember the three Ts—trip planning, training, and taking the essentials.

## *Avalanche Awareness*

If you are travelling through avalanche terrain, you and everyone in your group must be self-sufficient—carrying all the proper gear (transceiver, shovel, and probe) and have avalanche training. AdventureSmart is a great resource to help you get informed before heading outdoors. Remember the three Ts—trip planning, training, and taking the essentials.

## *Wildlife (bears)*

When you are hiking, biking, and camping in BC, you are in bear habitat. Make sure you are informed, prepared, and aware at all times. The Wildsafe BC is a great resource for making your bear experiences positive and conflict free.



# AdventureSmart



Get informed & go outdoors!

## Wildlife (whales)

BC's coastline provides opportunities to observe whales and other marine life in their natural environment. Make sure you bring your binoculars and follow the guidelines to enjoy watching marine animals safely and responsibly.

## Campfires

Make sure you are aware of any current fire restrictions in BC before heading out to camp. Visit BC Wildfire Service for up-to-date information.

## Wildfires

If you are currently visiting BC or planning a trip, find out the latest wildfire information and know before you go. Check Drive BC for information on road closures, the BC Wildfire Service for an interactive map, and Emergency Info BC for alerts.

## Images and Video

Look out for these when choosing images and reviewing video.

- lifejackets and PFDs are visible on all persons in a vessel on the water (paddleboard, canoe, kayak, boat, etc.)
- 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 [there is no evidence of public drinking]
- any tents are in legal camping area
- any people are in a legal hiking area
- campfires are in a legal fire area
- unsafe activities (i.e. backflips off rocks or cliffs)
- Note: Adding more imagery of hikers and outdoor recreationalists trip planning (i.e. filling out the online trip plan, reviewing maps before they hike, paddle, camp, or ski, checking the weather, etc.) could be a great idea for social and blog content.



# AdventureSmart



*Get informed & go outdoors!*

## **Commonly Used Social Media Hashtags for BC AdventureSmart**

#tripplan #train #takeessentials

#getinformed #gooutdoors

#respectyourself #respectothers #respectthemountain

#BCSAR #beprepared #knowbeforeyougo #reduceincidents

#avalancheawareness #coastsmart

#surviveoutside #hugatree #paddlesmart #snowsafety

#SARprevention

#bcadventuresmart