



COMMUNICATIONS AND COMMUNITY ENGAGEMENT GUIDE

Congratulations on being approved for project funding by the Fish & Wildlife Compensation Program. In this document, you'll find resources and tips for increasing community awareness of and engagement with your project.

Communications & engagement

We would love to promote your project by sharing your photos in our e-letters, annual newsletter, and annual reports, and on our website and social media channels.

Social media

Instagram

- Follow us on Instagram. It's a great place to find out about projects we're funding and upcoming events in our Coastal, Columbia, and Peace regions. Our handle is @fishandwildlifecompprogram.
- Tag us in any posts about your project by adding @fishandwildlifecompprogram to your post and using the hashtags #FWCP, #fishandwildlifecompprogram, and #fishandwildlifecompensationprogram.

LinkedIn

- Follow us on LinkedIn. Just search for us at Fish & Wildlife Compensation Program and click follow.

Photo guidelines

- Submit your project photos to fwcp@bchydro.com.
- Photos taken with a cellphone are fine, just make them the highest resolution possible.
- Try to take your pictures in the daytime. Look for high-contrast shots with bright colours. Try to avoid backlighting.
- Action shots are great! We love to see people taking part in projects, like installing nest boxes or participating in workshops. Before and after shots are also a great way to really showcase the impact of your project. **NOTE:** you will need consent if children's faces are clearly visible in the photo

Let us know

- What species or landscape is in the photo?
- What's going on in the photo?
- Where was the photo taken?
- Be sure to include your name so we can give you credit if we publish your photo.

Keep in mind

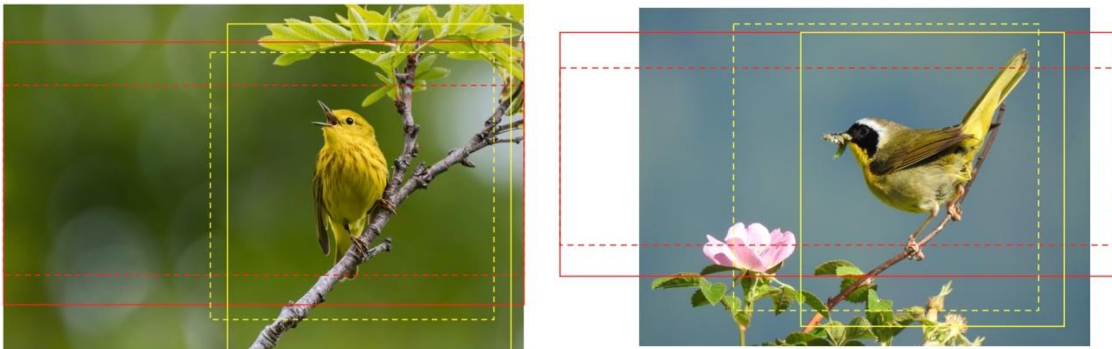
- All photos must be original, meaning you took the photo and you own the copyright.
- By submitting a photo, you give FWCP and our program partners permanent, non-exclusive, royalty-free permission to display your submitted photo in FWCP and program partner communications.

Setting up your photos

- We will use the same photo for our website and social media channels because it helps the visitor connect to the content and get a deeper understanding of your project. We need to be able to crop the photo for both uses.
- Photos should be landscape orientation, or horizontal, **not** square.
- Ideally, the subject of the photo is centred or to the side of the frame, which allows us to crop it for different applications.

Photo examples

- The red lines on the photos below are the crop lines for a website photo.
- The yellow lines are the crop lines for a social media post.



- The yellow warbler photo above left is perfect because it has a background that can be easily cropped.
- The common yellow throat photo above right is beautiful but we wouldn't be able to use it on our website because it's too narrow and if we cropped it, we would cut out part of the bird.

Videos

- Please shoot your videos in landscape orientation (hold your phone horizontally).
- Keep your camera/phone as stable as possible while filming.
- Try not film in windy conditions, especially if your video has audio.
- We post videos on our Vimeo channel because there are no ads!

Promotions support

- If you are hosting an event as part of your project, we would love to help you get the word out. Get in touch with us a week or two in advance and we can share the details through our social media channels, e-letter and website.
- If you're creating a poster, flyer, or other materials about your project, include our logo. Contact us at fwcp@bchydro.com to request our logo.



- Please include our partnership statement: *The Fish & Wildlife Compensation Program is a partnership between BC Hydro, the Province of B.C., Fisheries and Oceans Canada, First Nations and public stakeholders to conserve and enhance fish and wildlife in watersheds impacted by BC Hydro dams.*
- If you want more information about the FWCP, just get in touch. We'd be happy to provide you with additional materials.
- Ask us for handouts about the FWCP, give-aways for your volunteers or FWCP merchandise team. We don't have a lot, but we are happy to share.