



# SOCIAL MEDIA GUIDELINES FOR WILD PACIFIC HALIBUT

*FLAT OUT FACTS* TO ENGAGE WITH OUR SOCIAL MEDIA CHANNELS





## INTRODUCTION

The Pacific Halibut Management Association of BC has established a social media program for Wild Pacific Halibut and encourages our distributors, retailers, chefs and consumers to jump on-line and on-board to celebrate Wild Pacific Halibut with us!

By working together we can raise the awareness for Wild Pacific Halibut, our BC fishery and our local fishing families. By sharing our stories we can celebrate top quality, sustainable, safe, nutritious and delicious Wild Pacific Halibut as flat out the finest food from Canada's commercial fishing families!

## WILD PACIFIC HALIBUT SOCIAL MEDIA PROGRAM

Social Media Channels

Twitter: [@WildBCHalibut](#)

Instagram: [@WildPacificHalibut](#)

YouTube: [Wild Pacific Halibut](#)

Website: [WildPacificHalibut.com](#)

### Good to Check Before You Share

Before sharing photos and video it's always a good idea to check in advance:

- Has everyone in the photo/video given you permission to share it publicly?



## WILD PACIFIC HALIBUT HIGHLIGHTS

Jump on-line and on-board to share your stories about Wild Pacific Halibut and its highlights:

- BC's commercial wild Pacific halibut fishery started in the 1880s and since then we have worked hard to continually develop our fishing practices and processes to ensure a secure food source for today and tomorrow.
- The fishery is comprised mainly of small, family owned businesses.
- First Nations are a significant part of the fishery accounting for about 25% of commercial halibut fishing licences.
- Wild Pacific halibut fishermen are food producers; they provide food to Canada and the world.
- The wild Pacific halibut fishery and the associated monitoring, processing and distribution activities generate thousands of jobs in BC each year.
- Wild Pacific halibut is considered one of the best managed and monitored fisheries in the world, and includes 100% at-sea and 100% dockside monitoring.
- Fishermen are fully committed to the extensive management measures in place to ensure a sustainable resource.
- Wild Pacific halibut is fully traceable from boat to consumer making it a safe and trusted product to eat.
- Wild Pacific halibut is certified sustainable by recognized groups such as Marine Stewardship Council (MSC) and Ocean Wise.
- The wild Pacific halibut fishery has a low impact on the environment.
- Wild Pacific halibut is loaded with nutrients providing many benefits for overall well-being.
- Cooking wild Pacific halibut is fast and easy.
- Wild Pacific halibut is so versatile to cook.
- Wild Pacific halibut is available fresh between March and November, and frozen year round.
- Virtually every part of the wild Pacific halibut can be enjoyed supporting a zero-waste kitchen.



## TWITTER

### @WildBCHalibut

- shares industry and fishery news
- educates about wild Pacific halibut and the fishery
- shares relevant news articles
- profiles fishing families
- shares restaurant, retailer and dockside sales news
- engages with seafood lovers' comments and questions
- posts details about classes, events and media segments featuring wild Pacific halibut
- provides preparation tips
- shares recipes

#### Following are examples of how you can participate:

- Follow us @WildBCHalibut
- Retweet posts by @WildBCHalibut
- Share your photos and stories by tagging them with #WildPacificHalibut and @WildBCHalibut
- Feature restaurants and retailers who carry wild Pacific halibut and tag them with #WildPacificHalibut and @WildBCHalibut
- Follow #WildPacificHalibut to find photos, videos and news that you can share
- Forward photos, video clips, recipes and stories to us that you would like us to consider sharing

## INSTAGRAM

### @WildPacificHalibut

- shares news about fishing activity
- educates about wild Pacific halibut and the fishery
- profiles fishing families
- features restaurant menu items featuring wild Pacific halibut
- shares news about retail, on-line and dockside sales
- engages with seafood lovers' comments and questions
- provides preparation tips
- posts details about classes, events and media segments featuring wild Pacific halibut

#### Following are examples of how you can participate:

- Follow us @WildPacificHalibut
- Like and comment on our posts
- Share your photos and stories by tagging them with #WildPacificHalibut and @WildPacificHalibut
- Share photos of wild Pacific halibut menu creations, products in a retail display case, fish in the plant, meals prepared in your home, etc and tag them with #WildPacificHalibut and @WildBCHalibut
- Follow #WildPacificHalibut to find photos, videos and news that you can share
- Forward photos, video clips and stories to us that you would like us to consider sharing



## YOUTUBE

### Wild Pacific Halibut

The Wild Pacific Halibut YouTube channel features all videos produced by the Pacific Halibut Management Association.

#### Following are examples of how you can support and share:

1. Subscribe to our YouTube channel
2. View the videos that are featured on our YouTube channel
3. Like or comment on the videos on our YouTube channel
4. Share the videos among your social connections

## CONTACTS

Pacific Halibut Management Association of BC  
E-mail: [info\\_wph@wildpacifichalibut.com](mailto:info_wph@wildpacifichalibut.com)

## WEBSITE

### WildPacificHalibut.com

The WildPacificHalibut.com website is a comprehensive site featuring current information about the fishery and industry; preparation tips and recipes, and; photos and videos.

#### Following are examples of how you can support and share:

1. Visit the WildPacificHalibut.com website and view its many sections
2. Share the website address in your social media posts
3. Reference and share links to specific website content in your social media posts
4. Connect with us to receive permission to feature the photos and videos that are featured in the Gallery and Videos sections prior to using them