

## Walk through of Picture BC Website

- Purpose of this presentation is to walk through the key pages of the web site and explain their functions

Five pages will be explored and important features will be discussed.

### i. Landing page/home or provincial level page

- Carousel of BC Pictures – randomly rotated/ periodically refreshed with new images from the community image bank - your community's DEFAULT picture will periodically come up as the opening shot
- Text about purpose of Picture BC
- Invitation to watch a new provincial overview (8 minute) video that is a teaser to visit one or all of the regions
- You can rollover the map and navigate to any region

### ii. Regional page

- In this case, I choose Kootenay-Rockies – one of 8 regions
- Here I can read a bit about the region
- I could 'tab over' and watch some of the great BC Moments videos for the region – 5 for every region
- Then I can start flying over the region and as I do so, the name of that community and a key image appears. (note we just have one image loaded today but that will change when we go live)
- I could go to the "Select a Community" feature to go to a community
- or I could click on the map page - I am going to do this and go down to the Revelstoke page

### iii. Community page – the overview

- Here is Revelstoke's page
- There is an overview text of your community – developed by you but professionally written
- It features your six professional photographs – in a carousel with always one on the big screen with a caption you helped develop – and the choice to download these photos in one of three resolutions
- I can click over to show other pictures and captions
- You can read your photographer's bio
- One of six pictures must be from a rural area next to a municipality
- plus key link to other web sites in your community

### iv. Community Self-Managed Page

But that's not all - we have created the opportunity for you to add more pictures, videos and other content on an ONGOING BASIS, like a blog. If you elect to use this feature the Community tab will appear. If you decide not to use this feature, only the "Overview" tab will appear.

Here is another example from Revelstoke

- More text - written by you
- More pictures - in this case 132 additional images
- Add videos via You Tube - Revelstoke has uploaded 3.
- The option for an events page - and here is what it might look like
- And more links - there is one example one page

v. Search Page

- Ability to search by community or one of about 8 search criteria we develop.
- Images will be tagged to search categories and appear in the search results for that category.
- For instance, say I was writing an article on wildlife – I could search for that and get not only some photos, but the name of your community and the link to your site