

## Social Media Content Strategy WATO

We will work on the following communication pillars:

### **Oceans Matter**

*Objective: To raise awareness about the many benefits our ocean has in our daily life, in the economy, communities, and nature.*

- Examples of key messages:
  - Oceans cover three quarters of the Earth's surface, contain 97 per cent of the Earth's water, and represent 99 per cent of the living space on the planet by volume
  - Our ocean makes up three-quarters of our planet. No matter where we live, we all depend on our ocean for the food we eat and the air we breathe.
  - Over three billion people depend on marine and coastal biodiversity for their livelihoods
  - Globally, the market value of marine and coastal resources and industries is estimated at \$3 trillion per year or about 5 per cent of global GDP
  - Oceans contain nearly 200,000 identified species, but actual numbers may lie in the millions
  - Oceans serve as the world's largest source of protein, with more than 3 billion people depending on the oceans as their primary source of protein
  - Marine fisheries directly or indirectly employ over 200 million people
  - Our rainwater, drinking water, weather, climate, coastlines, much of our food, and even the oxygen in the air we breathe, are all ultimately provided and regulated by the sea. Throughout history, oceans and seas have been vital conduits for trade and transportation. Careful management of this essential global resource is a key feature of a sustainable future.

#### *Source Facts and figures, UN Sustain Development Goals*

- Oceans host 80% of life on earth. Our Oceans are the largest ecosystem on earth.
- The Oceans provide half the planet's oxygen. Without them life could not exist. Oceans act as the largest active carbon sink on Earth
- Only 10 fish species account for 30 % of marine captures. Consume a wider variety of fish species.
- Millions of people depend on the fishery industry to live. Support local fishermen.
- Fisheries and aquaculture currently employ directly 56 million people. In addition, many more are employed in follow-up activities, such as handling, processing and distribution. Altogether, fishing and fish farming support the livelihoods and families of some 660 to 880 million people, that's 12 percent of the world's population.
- Oceans are an important source of food. They host 80 percent of the planet's biodiversity, and are the largest ecosystem on Earth. Fish provide 20 percent

of animal protein to about 3 billion people. Only ten species provide about 30 percent of marine capture fisheries and ten species provide about 50 percent of aquaculture production.

- Oceans provide vital renewable energy. Devices are being developed to generate electricity from waves and tides, as well as offshore wind farms.
- Oceans regulate our climate. Did you know that the oceans absorb a quarter of all the carbon dioxide that humans put into the atmosphere? This makes them a 'carbon sink', but its ability to absorb even more carbon is limited. Over 90% of the additional heat caused by global warming is stored in the Oceans. Without this service, and the heating and cooling effects of ocean currents, world temperatures would be too unstable to support life.
- Oceans affect our weather. As the oceans are heated by the sun's rays, water from its surface evaporates and then condenses to form clouds as part of the water cycle. This is how we get our rain and therefore our drinking water. It also contributes to wind, thunderstorms and hurricanes, and helps produce the monsoon rains that millions of people in South Asia rely on.
- Scientists have discovered that many marine invertebrates produce antibiotic, anti-cancer and anti-inflammatory substances. Horseshoe crabs, seaweeds and marine bacteria have also been found to have useful medical properties.
- Oceans influence our health and well-being. Water is known to calm and reduce anxiety in people and being near blue spaces, such as the ocean, is thought to have positive effects on our mental health.

*Source Food and Agricultural Organization of the United Nations*

Possible hashtags: #loveourocean #oceansmatter

### **Awareness**

*Objective: To promote information to allow audiences become aware of how the world oceans are heavily affected by human activities.*

- Examples of key messages:
  - Ocean preservation is one of the 17 UN Sustainable Development Goals which means that the United Nations' (UN) member states worldwide are working to find solutions to this issue.
  - Every minute, the equivalent of a rubbish truck load of plastic goes in to our oceans, it never decomposes and will remain there forever. Plastic impacts on an entire ecosystem, marine life get caught up in it, eat it and live in it. It also has a direct impact on our health, acting as a sponge for toxins which can end up in our food.

- Oceans absorb about 30 per cent of carbon dioxide produced by humans, buffering the impacts of global warming (*UN Sustain Development Goals*)
- Subsidies for fishing are contributing to the rapid depletion of many fish species and are preventing efforts to save and restore global fisheries and related jobs, causing ocean fisheries to generate US\$ 50 billion less per year than they could (*UN Sustain Development Goals*)
- As much as 40 per cent of the world oceans are heavily affected by human activities, including pollution, depleted fisheries, and loss of coastal habitats (*UN Sustain Development Goals*)

Possible hashtags: #didyouknow #oceanperservation #globalwarming  
#oceanawareness

### **It's time to take action!**

*Objective: to encourage people to commit themselves to concrete actions to conserve and restore oceans. **Conserve:** campaign to prevent the pollution of a local coastal environment or to reduce use of plastics so that less of it ends up in our oceans // **Restore:** take part in beach clean-ups and involve others.*

- Examples of key Messages:
  - Make ocean-friendly choices
  - Tips to go plastic free\*
  - Together we can build the knowledge we need to protect and sustain our shared ocean
  - Inspire to take action to protect our oceans
  - Share your tips! How to prevent the pollution of a local coastal environment?
  - Like if #plasticfree is your way of life
  - Be an ocean literate person (Ocean literacy is defined as 'an understanding of the ocean's influence on you and your influence on the ocean'. "When we have a deeper understanding of how we are connected to a larger ocean system and how it is connected to us, then we are more likely to make changes in our behavior that translate into better management and care for a resource that is not our own" Paula Keener- <https://goo.gl/sgnbPt>)

\*Tips (source: Sky Oceans Rescue):

- use a bag for life
- drink of refillable water bottles
- buy cotton buds with cardboard rather than plastic systems
- give up plastic cutlery
- buy fruit and veg loose rather than in plastic packaging
- bring your own travel mug to your coffee shop

Possible hashtags: #oceanfriendlychoices #goplasticfree #watochallenge #takeaction #saveyourocean #savetheocean

### **Wato Friends**

*Objective: to share contents of joint actions and alliances with other companies, organizations and movements (News, launches, presence at events)*

- Examples:
  - UNOPS <https://www.unops.org/english/Pages/Home.aspx>
  - Plastic Whale - <https://plasticwhale.com/>
  - Vans Warped Tour - <http://vanswarpedtour.com/nonprofits/>
  - One Ocean FM <http://www.oneocean.fm/>
  - Prisma <https://prisma-ai.com/>
  - Speak out for blue <http://www.speakupforblue.com/>
  - World Ocean Festival <https://www.worldoceanfest.org/>

Possible hashtags: #watofriends #watofamily

### **Entertainment:**

*Objective: To share films, documentaries, apps, and books with the audience which deal with our subject matter*

- Examples of Movies and Documentary Films:
  - **Launch movie “straws”** - *With colorful straw history animation and segments narrated by Oscar winner Tim Robbins, STRAWS (30 minutes) aims to entertain and inspire action by showing how individuals, groups and business owners around the globe are reducing plastic straw use through awareness, outreach, policy and non-plastic alternatives.* <http://www.strawsfilm.com/>
  - **The Smog of the Sea** - *Musician Jack Johnson has released a 30-minute film called The Smog of the Sea. It documents a week-long expedition that he and other ‘citizen scientists’ took through the Sargasso Sea of the North Atlantic, to explore the problem of plastic pollution in the ocean.* <https://www.thesmogofthesea.com/>
  - **A Plastic Tide** - *Sky News science correspondent Thomas Moore embarks on a journey to explore the immense problem of plastic pollution. The result is a 45-minute documentary film called “A Plastic Tide,” released January 25 as part of Sky News’ Ocean Rescue campaign.*
  - **Plastic Oceans** - <https://www.plasticoceans.org/film/index.html>

- Examples of books recommendations:
  - **The Stolen Future** by Theo Colborn, Dianne Dumanoski, and John Peterson Myers. *First published in 1996, Our Stolen Future explains the impact of plastic use on human biology*  
<https://goo.gl/Fum5bp>
  - **Plastic a Toxic Love Story** by Susan Freinkel  
*Journalist Susan Freinkel explores the impact of plastic on our lives through its historic beginning, science, and the global economy.*  
<https://goo.gl/N47A5X>
  - **Plastic Free** by Beth Terry  
*A personal account of how one woman kicked the plastic habit and how you can too!*  
<https://goo.gl/s8tAaP>
  - **Blue Mind** by Wallace J. Nichols, Ph.D.  
*The surprising science that shows how being near, in, on, or under water can make you happier, healthier, more connected and better at what you do.*  
<https://goo.gl/mb7NWm>
  - **Zero Waste by Home** by Bea Johnson  
*In Zero Waste Home, Bea Johnson shares the story of how she simplified her life by reducing her waste.*  
<https://goo.gl/mHpxX7>
  - **Deep** by James Nestor  
*Deep is a voyage from the ocean's surface to its darkest trenches, the most mysterious places on Earth. Fascinated by the sport of freediving—in which competitors descend great depths on a single breath—James Nestor embeds with a gang of oceangoing extreme athletes and renegade researchers.*  
<https://goo.gl/TtQq53>
  - **Seasick** by Alanna Mitchell  
*Veteran science journalist Alanna Mitchell dives beneath the surface of the world's oceans to give readers a sense of how this watery realm can be managed and preserved, and with it life on earth.*  
<https://goo.gl/w9mUEe>

- **Watercolors** by Terry Tamminen  
*Our very own Terry Tamminen shares his remarkable true story about the rescue of JJ the whale, a day old gray whale that was found abandoned in Marina del Rey, California.*  
<https://goo.gl/bijgyA>
- Apps and other examples:
  - **Seafood Watch** Mobile App from the Monterey Bay Aquarium. *The Seafood Watch app for iPhone and Android makes it easy to choose seafood and sushi that's good for you and good for the ocean.*  
<https://www.seafoodwatch.org/seafood-recommendations/our-app>
  - **The Plastic Tide** *by tagging plastics and litter in the images we take with our drone, you are **directly** teaching a computer program to autodetect, measure and monitor plastics to help researchers answer how much of the Missing 99% ends up on our beaches.*  
<https://www.theplastictide.com/>

## **Inspirational**

*Objective: to share experiences, quotes and sayings that inspire our audience.*

- Examples of Quotes and sayings:
  - “The greatest threat to our planet is the belief that someone else will save it”- Robert Swan (Environmentalist and the first man ever to walk unsupported to both the North and South Poles)
  - “No water, no life, no blue, no green” – Sylvia Earle (American Marine Biologist)
  - “It always seems impossible until it’s done”- Nelson Mandela
  - “Skip the straw and enjoy de SIP”
  - “Water and air, the two essential fluids on which all life depends, have become global garbage cans” - Jacques Yves Cousteau
  - “Saving our oceans is the most important struggle of our time” – Leonardo Di Caprio
  - “The earth is not ours, it is a treasure we hold in trust for future generations”  
Namibian Proverb

- Examples of experiences:
  - Rob Green Field TV - *Rob Greenfield is an adventurer, environmental activist, humanitarian, and dude making a difference. He is dedicated to leading the way to a more sustainable and just world.* <http://robgreenfield.tv/blog/>

## Media

*Objective: to share contents about articles of our own, of other organizations and specific portals, thus maintaining community updated on matters of interest and movements all around the world.*

- Some Sources:
  - <https://skyoceanrescue.com/>
  - [https://www.worldwildlife.org/pages/together\\_possible?utm\\_campaign=togetherpossible&utm\\_medium=social&utm\\_source=facebook.com](https://www.worldwildlife.org/pages/together_possible?utm_campaign=togetherpossible&utm_medium=social&utm_source=facebook.com)
  - <http://leonardodicaprio.org/about/>
  - <http://www.un.org/sustainabledevelopment/oceans/>
  - <https://www.treehugger.com/>
  - <https://oceanconference.un.org>
  - <http://www.unesco.org/new/en/natural-sciences/ioc-oceans/>
  - <https://www.worldwildlife.org/>
  - <https://www.facebook.com/bbcearth/>
  - <http://www.fao.org/home/en/>

## **SPECIAL FOCUS- ON GOING PROJECTS:**

### Video Games

*Objective: To present video games for the public to play and share.*

- Content:
  - Track Record To Date: Games Completed, Minutes Gaming, Educational Messages delivered, Lives Improved
  - Re posts of celebrities who used the video game and shared their results in social networks
  - Special mention of users beating records.

## **Music**

*Objective: To spread the single “We are the Oceans” by means of videos of artists who join the cause, sharing the content on YouTube and the contents posted on their social networks, and spreading the impact on press.*

- Content:
  - The Making of
  - Artist Interviews
  - Live Videos
  - Video Clip
  - Press release
  - Invite audience to record its own version of the single and share best ones

## **The Last Straw**

*Objective: to share all news about The Last Straw project, to inform about the impact of straws on our oceans, and about the organizations, companies and celebrities joining the cause.*

- Content:
  - Play your part! Pre-order your Last Straw
  - Impact of straws in our oceans
  - Organizations and companies supporting the project
  - Celebrities joining the cause
  - Invitation to share your designs in social media
  - Sharing of Best-selling designs