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# Social Media Planner

SEPTEMBER 2017

# Communication Paths

Oceans  
Matter

Goal: to raise awareness about the many benefits our ocean has in our daily life, in the economy, communities, and nature.

Awareness

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

Take  
Action

Goal: to encourage people to commit themselves to concrete actions to conserve and restore oceans.

Entertainment

Goal: to share films, documentaries, apps, and books with the audience which deal with our subject matter

Inspirational

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

# Social Media Planner

SEPTEMBER 2017						
SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Reference:  Oceans matter  Awareness  Take action  Entertainment  Inspirational



We present you the new species living in our oceans. While 200,000 other species are extinct, this one is not endangered at all.



We present you the new species living in our oceans. While 200,000 other species are extinct, this one is not endangered at all.  
#SaveOurOceans



We present you the new species living in our oceans. While 200,000 other species are extinct, this one is not endangered at all.  
#NoPlastic #Pollution #SaveOurOceans  
#EndangeredSpecies



An algal bloom is the rapid and uncontrolled growth of algae in either freshwater or marine environments. Because some algae produce toxins, they can be harmful. The cause? High-nutrient conditions in water affected by agriculture and industry. Help the Pacific Ocean. Let it be natural again!



Agriculture and other industries are causing harmful algae growth in the oceans. Help the Pacific Ocean!



Agriculture and other industries are causing harmful algae growth in the oceans. Help the Pacific Ocean! #SaveTheOcean #Activism #OceansMatter #StopPollution #Quotes #SylviaEarle

 **We Are The Oceans**  
September 5, 2017 at 2:00pm · 🌐

Learn how Ikea is looking at using biodegradable mycelium “fungi packaging” as part of its efforts to reduce waste and increase recycling.



**Ikea to use mushroom packaging that will decompose in a garden within weeks**  
And they're not the only big company turning to this "fun-gi" packaging.  
GLOBALCITIZEN.ORG



Learn how Ikea is looking at using biodegradable mycelium “fungi packaging” as part of its efforts to reduce waste and increase recycling. #reducewaste #ecolife  
<https://goo.gl/ZbT3Hd>



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<https://goo.gl/ZbT3Hd>



Make ocean-friendly choices.



Make ocean-friendly choices #Nature  
#SaveOurOcean #Sustainable  
#NoPlastic #ZeroWaste



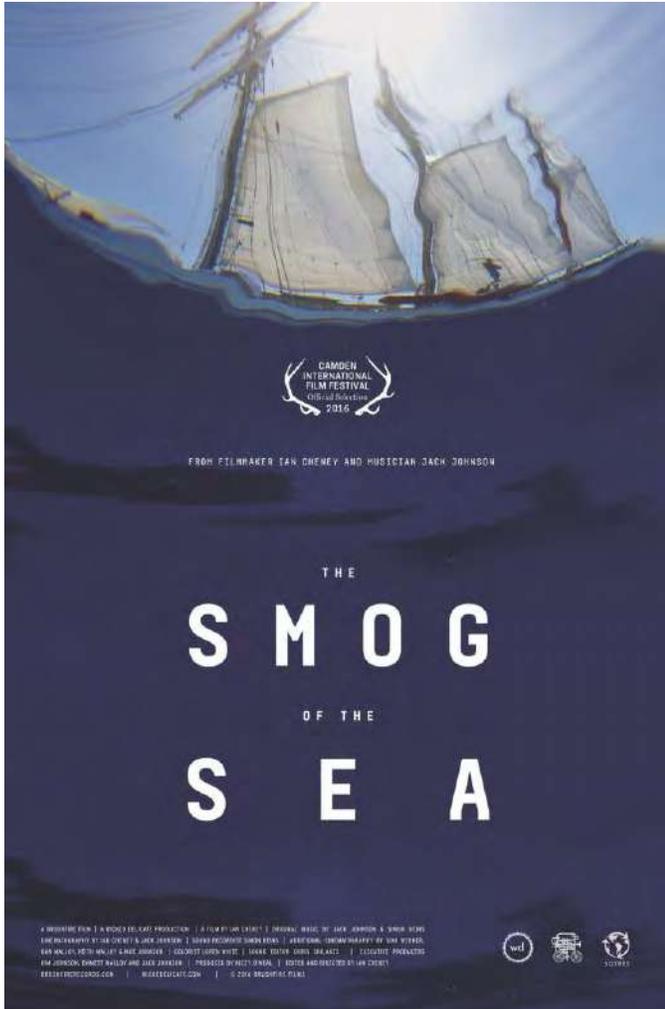
Make ocean-friendly choices  
#SaveOurOcean #NoPlastic  
#ZeroWaste



 Due to our carelessness, 700 species of marine animals suffer complications from plastic pollutants: entanglement, ingestion, and worse. Make a change now!

 Due to our carelessness, 700 species of marine animals suffer complications from plastic pollutants. Make a change now!

 Due to our carelessness, 700 species of marine animals suffer complications from plastic pollutants: entanglement, ingestion, and worse. Make a change now!  
#MarineAnimals #Extinction #Pollution  
#PlasticFree #SaveTheOceans  
#SaveEcosystems #GoNatural



A stunning film that promotes change? We're in. "The Smog of the Sea" documents a weeklong expedition in the Sargasso Sea of the North Atlantic to explore the plastic pollution pandemic in the oceans. Find out how something so small is having such a big impact...  
[://www.thesmogofthesea.com/ /](http://www.thesmogofthesea.com/)



A tiny problem with a huge impact: "The Smog of the Sea" exposes the oceans' microplastic pandemic. <https://www.thesmogofthesea.com/>



A stunning film that promotes change? We're in. "The Smog of the Sea" documents a weeklong expedition in the Sargasso Sea of the North Atlantic to explore the plastic pollution pandemic in the oceans. Find out how something so small is having such a big impact...  
[://www.thesmogofthesea.com/](http://www.thesmogofthesea.com/) #SaveOurOcean #Pollution #GoPlasticFree #Activism #RaiseAwareness #ThinkBlue #ZeroWaste



Like if #PlasticFree is your way of life!



Like if #PlasticFree is your way of life!  
#EcoLife #OceanFriendly #OceansMatter  
#TakeAction



Like if #PlasticFree is your way of life!  
#EcoLife #OceanFriendly #OceansMatter  
#TakeAction



 We present you the new species living in our oceans. While 200,000 other species are extinct, this one is not endangered at all.

 We present you the new species living in our oceans. While 200,000 other species are extinct, this one is not endangered at all. #SaveOurOceans

 We present you the new species living in our oceans. While 200,000 other species are extinct, this one is not endangered at all. #NoPlastic #Pollution #SaveOurOceans #EndangeredSpecies



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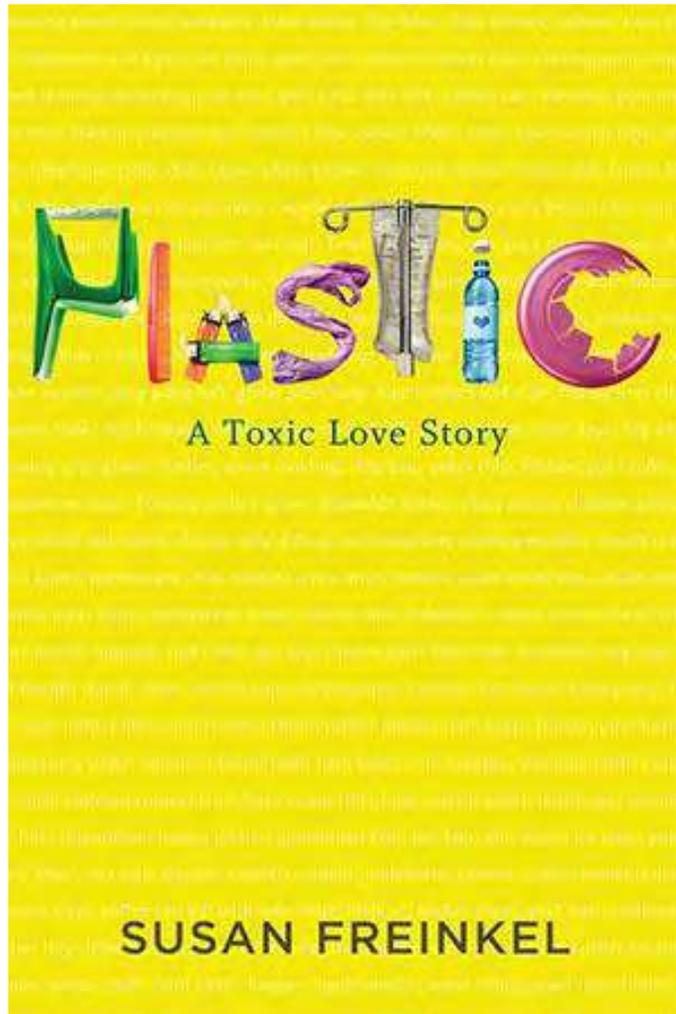


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#NoPlastic #Pollution #SaveOurOceans  
#EndangeredSpecies

Sunday September 17



 We use so much plastic every day that it's hard to imagine life without it... which is why we love journalists like Susan Freinkel. She explains our complicated relationship with the material in her book, "Plastic: A Toxic Love Story".  
[http://www.susanfreinkel.com/books\\_Plastic.html](http://www.susanfreinkel.com/books_Plastic.html)

 <sup>\*</sup>We're fascinated by this take on our relationship with plastic: "Plastic: A Toxic Love Story" #GoPlasticFree #ZeroPollution <https://goo.gl/LuqmDb>

 We use so much plastic every day that it's hard to imagine life without it... which is why we love journalists like Susan Freinkel. She explains our complicated relationship with the material in her book, "Plastic: A Toxic Love Story".  
<https://goo.gl/LuqmDb>



-  All marine life deserves a safe environment in which to live. We are the ones who have taken that away, and we're the only ones to restore it.
-  Marine life deserves a safe environment in which to live. We are the ones who have taken it away, and we are the only ones who can restore it.
-  All marine life deserves a safe environment in which to live. We are the ones who have taken that away, and we're the only ones to restore it. #DolphinLove #Underwater #Wildlife #OceanLove #BeautyOfTheOcean #Preserve



Did you know that ocean preservation is one of the 17 UN Sustainable Development Goals? This means that the United Nations' (UN) member states worldwide are working to find solutions to this issue. And so are we.



Did you know that Ocean preservation is one of the 17 UN Sustainable Development Goals? They are working to find solutions. And so are we.



Did you know that Ocean preservation is one of the 17 UN Sustainable Development Goals? They are working to find solutions. And so are we. #UN #UNOPS #OceanPreservation #SaveMarineLife #Sustainability



Don't leave coastline clean-up to the very oceans that we're polluting. It's our responsibility. Act now!



Don't leave coastline clean-up to the very oceans that we're polluting. It's our responsibility. Act now! #StopPollution #SaveTheOceans



Don't leave coastline clean-up to the very oceans that we're polluting. It's our responsibility. Act now! #StopPollution #SaveTheOceans



 The Ocean possesses a natural harmony. Don't let others weaken it; help us preserve it.

 The Ocean possesses a natural harmony. Don't let others weaken it; help us preserve it. #UnderWater #LoveTheBlue #MarineLife #OceanLove

 The Ocean possesses a natural harmony. Don't let other weaken it; help us preserve it. #Underwater #LoveTheBlue #MarineLife #OceanLove #LoveNature

**Did you know  
that half of each  
breath  
you take**



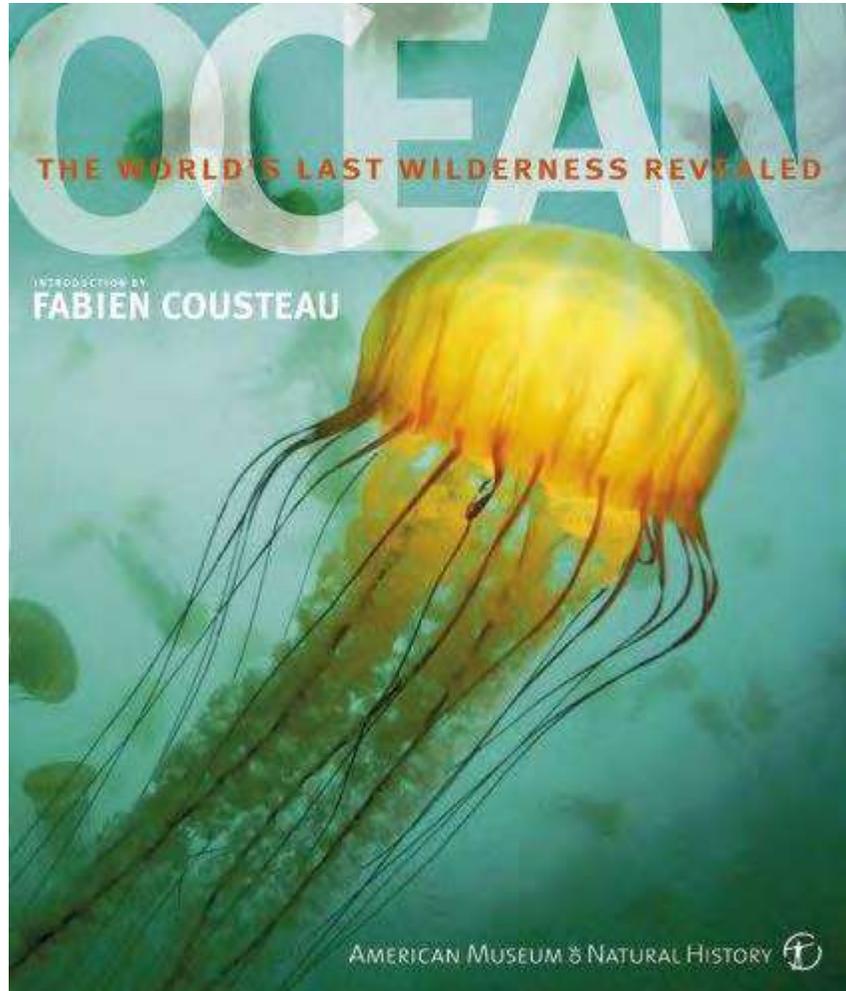
Did you know that half of each breath you take comes from the oceans? Think wisely, act ecologically!



Did you know that half of each breath you take comes from the oceans? Think wisely, act ecologically! #OceansMatter #SaveTheOcean #GoBlue



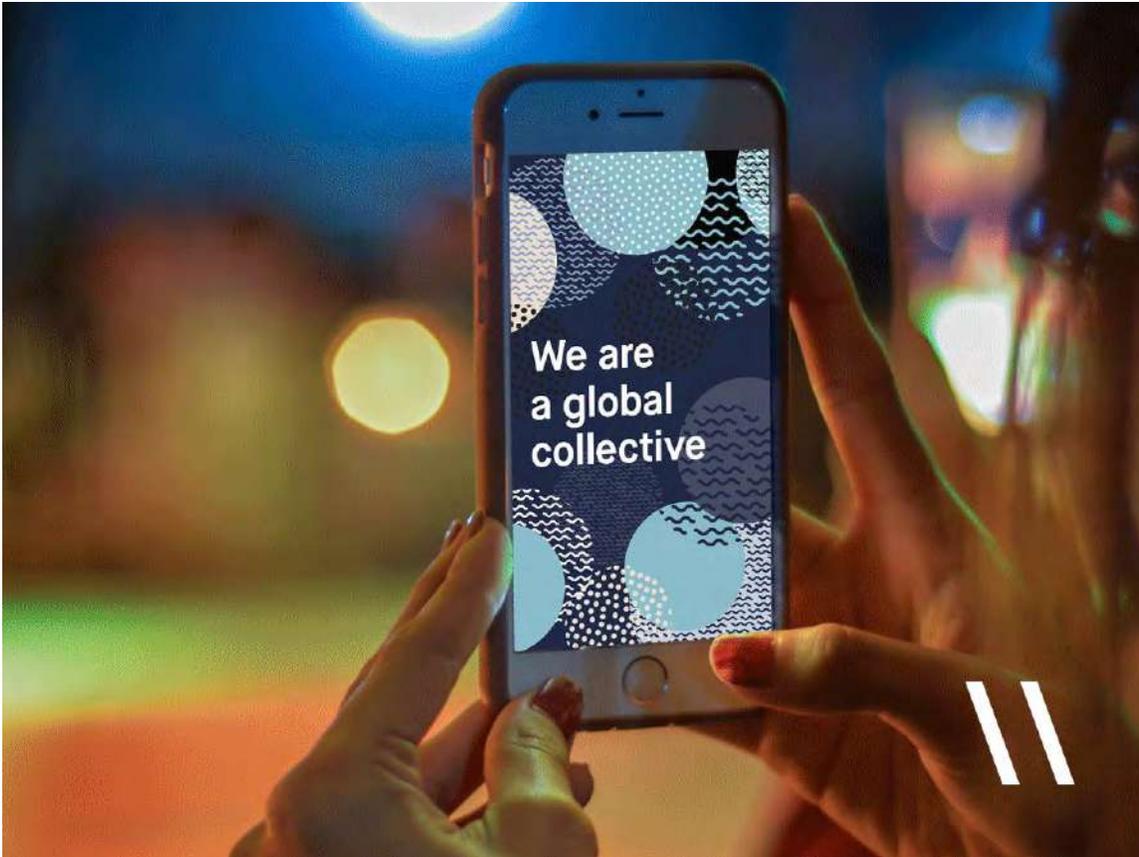
Did you know that half of each breath you take comes from the oceans? Think wisely, act ecologically! #OceansMatter #SaveTheOcean #GoBlue



 This book will answer any question you've ever had about the ocean... in full color! [goo.gl/r2S3mG](http://goo.gl/r2S3mG)

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 This book will answer any question you've ever had about the ocean... in full color! [goo.gl/r2S3mG](http://goo.gl/r2S3mG) #Book #TimeToRead #WondersOfNature #OceansMatter #Nature



 We understand that the oceans impact every aspect of our lives and we see the power in every moment to change the future of our planet.

 We understand that the oceans impact every aspect of our lives and we see the power in every moment to change the future of our planet.

 We understand that the oceans impact every aspect of our lives and we see the power in every moment to change the future of our planet.



**WE ARE THE OCEANS**

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Key Visual - #MyOceans

# Key Visual: #MyOceans



Raise your voice and help the ocean with your talent! Download the #MyOceans Soundpack to cover your own version and share it with the world: xxxxxxxxxx



Sing for the ocean! Download the #MyOceans Soundpack to cover your own version and share it with the world: xxxxxxxx



Raise your voice and help the ocean with your talent! Download the #MyOceans Soundpack to cover your own version and share it with the world: xxxxxxxxxx

# Key Visual: #MyOceans



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**WE ARE THE OCEANS**

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The rebranding process –  
Social Media

# The rebranding process

## Logo – social networks



Current  
Logo



Mix



(CURRENT LOGO. NO  
SLOGAN)

New Brand



TIMING

Phase 1

Phase 2

Phase 3

# The rebranding process.



## Implementation

- Current Social Media Plan
- Update social networks display info and current logo with no slogan
  - Facebook
  - Instagram
  - Twitter
- Update social networks with new logo and slogan
  - Facebook
  - Instagram
  - Twitter
- Posts -current logo with no slogan
- Posts - New logo and slogan



## Recommendations

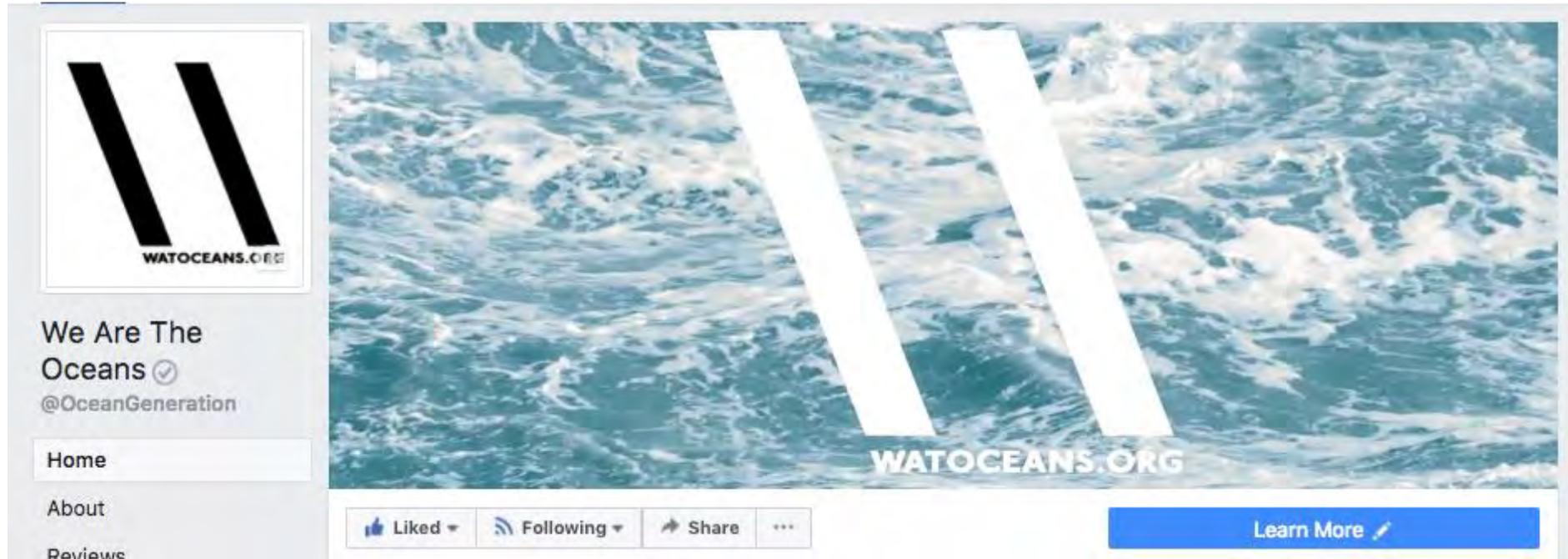
- Double Check Availability for social media profile names and alternatives.
- E-mail for stake holders
  - FAQ
- Redirect traffic from "watoceans.org to new domain.
- Paid Ads

## TIMING



# Phase 1

f Phase 1: Current Fan Page (Facebook)  
@OceanGeneration





# Phase 1: Current Account (Twitter) @watoceans



**WATOCEANS.ORG**

Tweets	Following	Followers	Likes	Lists	Moments
836	1,184	1,611	370	3	0

[Edit profile](#)

**We Are The Oceans**  
@watoceans

\\ A global collective bringing the ocean and its importance to the most connected generation in history \\ supported by @UNOPS

[watoceans.org](http://watoceans.org)

Joined October 2015

**Tweets**   [Tweets & replies](#)   [Media](#)

**We Are The Oceans** @watoceans · 6h  
In honor of our recent project in St. Lucia... have you played the #IslandNationDefense game? @UNOPS

[ow.ly/B1g630eziPk](https://ow.ly/B1g630eziPk)



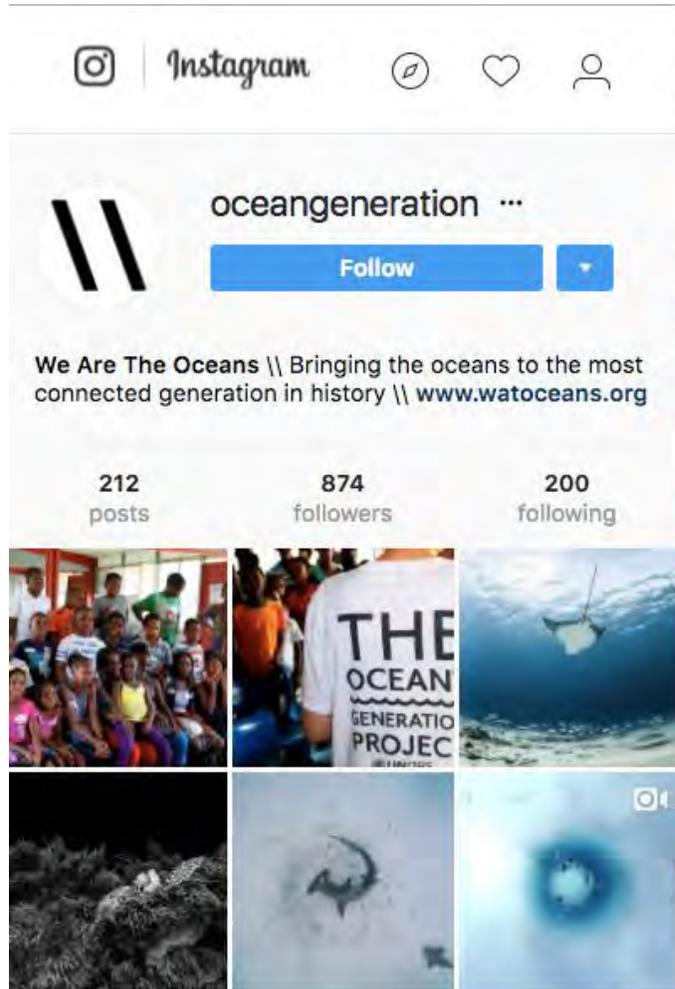
**Your Tweet activity**

Your Tweets earned **1,311 impressions** over the last 24 hours



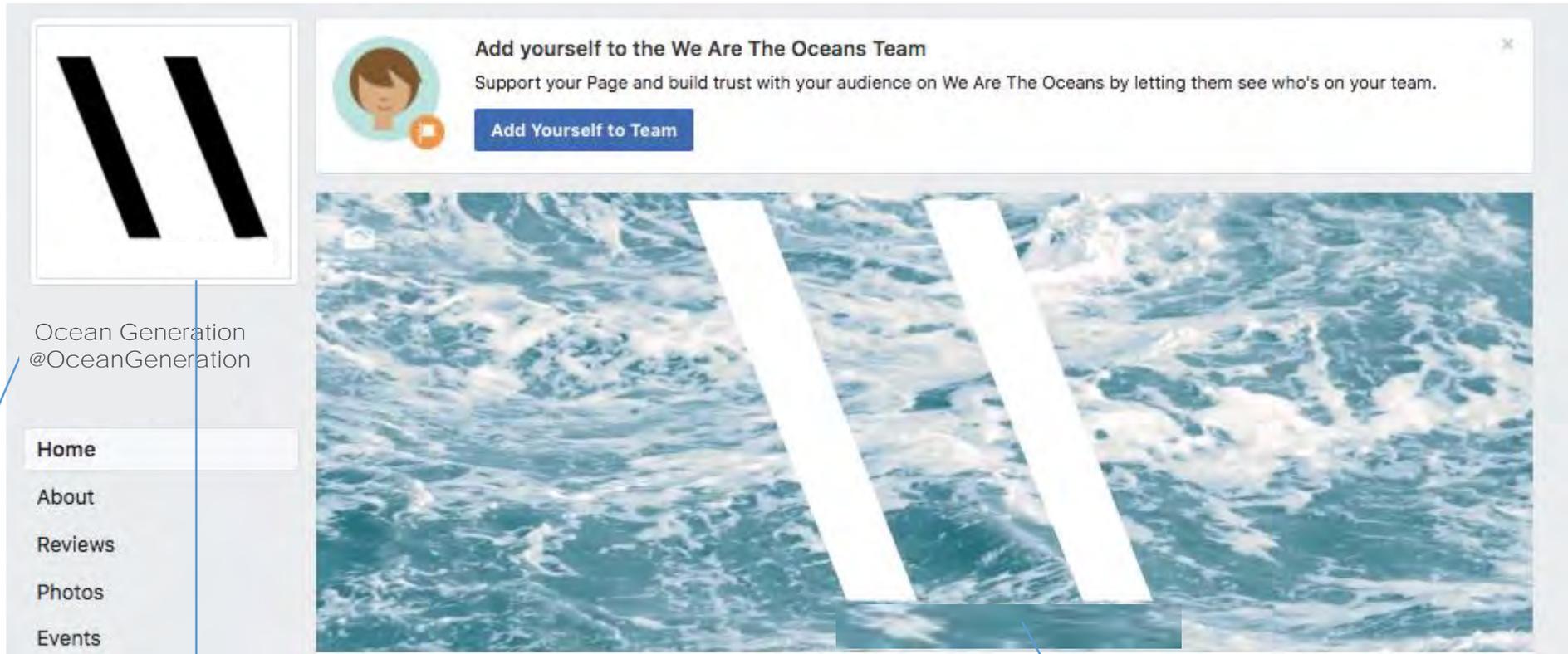
[View your top Tweets](#)

# @ Phase 1: Current Account (Instagram) @oceangeneration



## Phase 2

# f Phase 2: Update display info and current logo with no slogan



New Name  
And User name

Ocean Generation  
@OceanGeneration

Current Logo  
No Slogan

Same Video  
Current Logo  
No Slogan

# Phase 2: Update display info and current logo with no slogan



Current Logo  
No Slogan



Tweets 836 Following 1,184 Followers 1,611 Likes 370 Lists 3 Moments 0

Edit profile

New Name  
And User name

Ocean Generation  
@OceanGeneration  
\\ A global collective bringing the ocean and its importance to the most connected generation in history \\ supported by @UNOPS  
We are the Oceans.

New Web Site

[www.oceangeneration.org](http://www.oceangeneration.org)

The description closes with "We are the Oceans".

Current Logo  
No Slogan

**Tweets** Tweets & replies Media

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Your Tweets earned 1,311 impressions over the last 24 hours



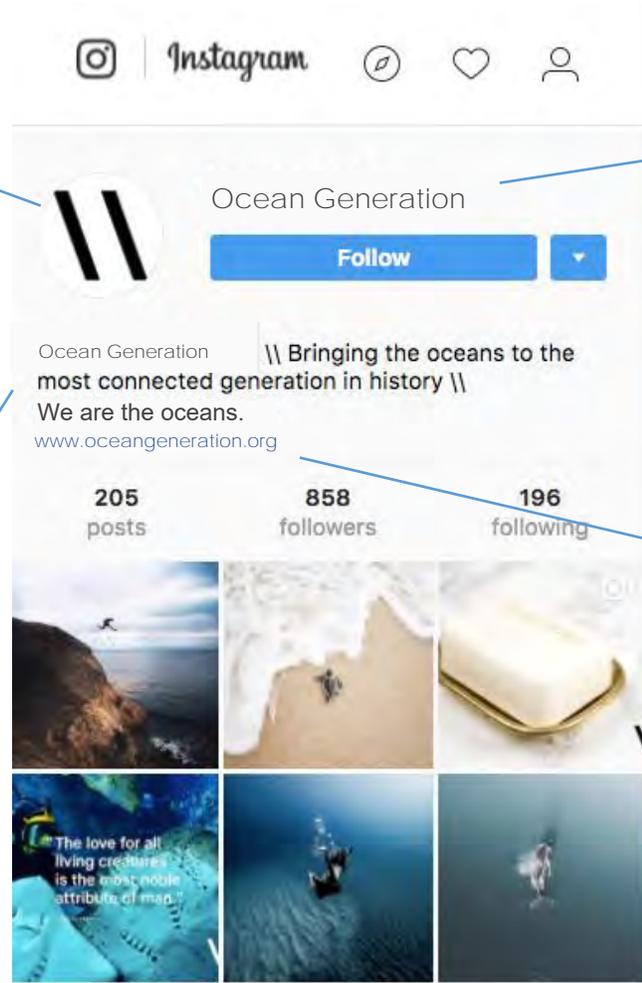
12AM 12AM

[View your top Tweets](#)

# Phase 2: Update display info and current logo with no slogan



Current Logo  
No Slogan



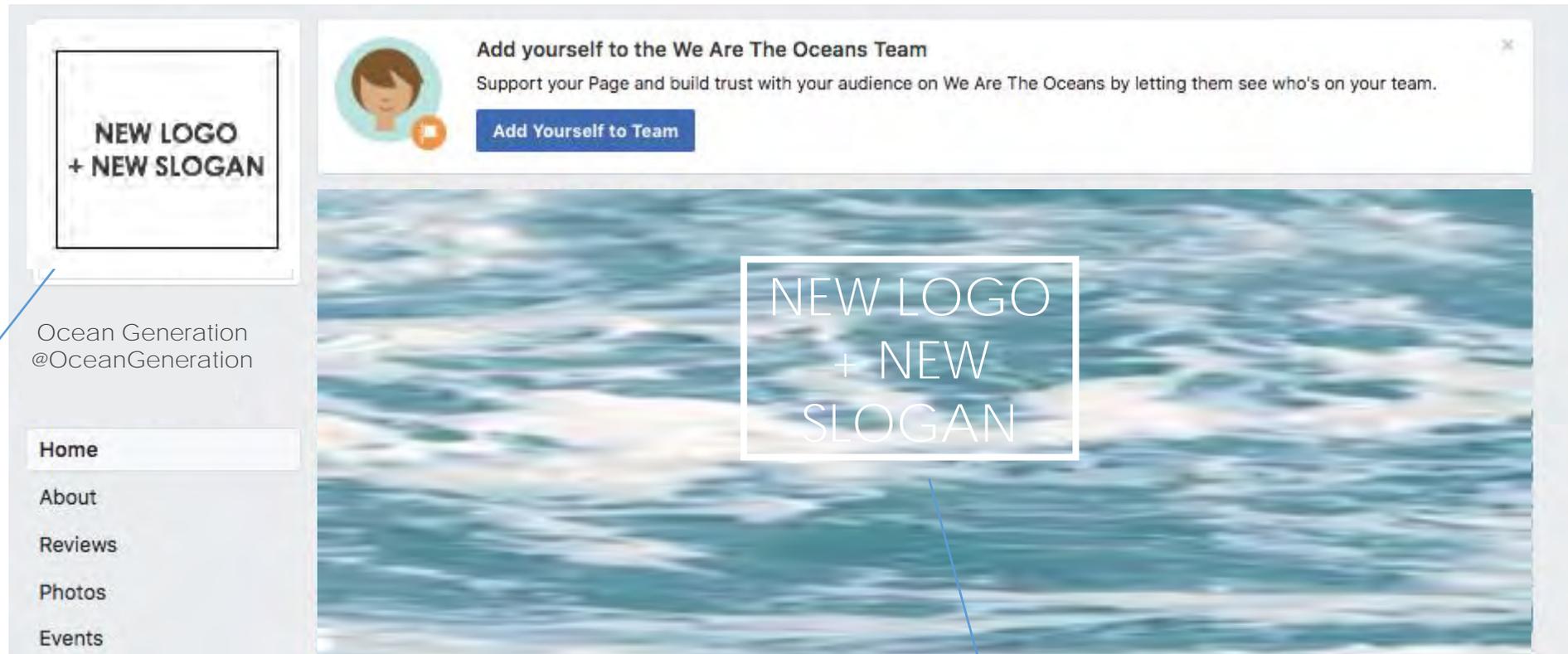
New name and  
User name

The description  
closes with "We  
are the Oceans".

Update new  
website

# Phase 3

# f Phase 3: Update New Logo and Slogan



New Logo  
+ New Slogan

Same video  
New Logo  
+ New Slogan

# Phase 3: Update New Logo and Slogan



NEW LOGO + NEW SLOGAN

Ocean Generation

Tweets 836 Following 1,184 Followers 1,611 Likes 370 Lists 3 Moments 0 Edit profile

Ocean Generation @OceanGeneration

\\ A global collective bringing the ocean and its importance to the most connected generation in history \\ supported by @UNOPS

www.oceangeneration.org

**Tweets** Tweets & replies Media

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ow.ly/B1g630eziPk

**Your Tweet activity**  
Your Tweets earned 1,311 impressions over the last 24 hours

12AM 12AM

View your top Tweets

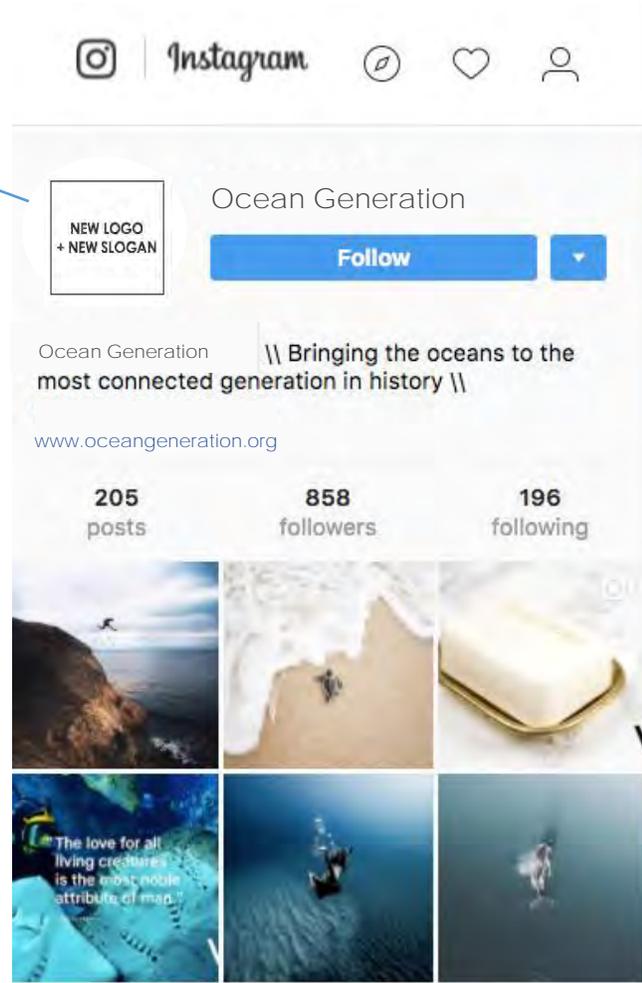
New Logo  
New Slogan

Same Pictures  
New Logo  
New Slogan

# @ Phase 3: Update New Logo and Slogan



New Logo  
New Slogan



# Annex I

# f Facebook step by step



## Change NEW NAME// USER NAME // WEBSITE

You'll need to be an [admin](#) to request a change to your Page's name.  
To request a change to your Page's name:

- Click About on the left side of your Page
- Click Edit next to your Page's name
- Enter a new Page name//user name//contact mail and website and click Continue
- Review your request and click Request Change

## Change PROFILE PICTURE

- Go to your profile and hover over your profile picture
- Click Update Profile Picture

You can:

- Upload a photo from your computer
- Take a new photo
- Select a photo you've already uploaded or one you're tagged in

The screenshot shows the Facebook Page settings for 'We Are The Oceans'. The 'GENERAL' section is expanded, showing the page's category as 'Charity Organization', its name as 'We Are The Oceans', and its username as '@WeAreTheOceans'. The 'HOURS' section shows 'Always Open'. The 'BUSINESS INFO' section shows 'Founded in 2015', 'Edit business types', and a mission statement: 'Bringing the ocean and its importance to the most connected generation in history.' The 'ADDITIONAL CONTACT INFO' section shows the email 'info@watoceans.org' and the website 'http://www.watoceans.org/'.

GENERAL		
Category	Charity Organization	Edit
Name	We Are The Oceans	Edit
Username	@WeAreTheOceans	Edit

**HOURS**

Always Open

**BUSINESS INFO**

Founded in 2015

Edit business types

Mission  
Bringing the ocean and its importance to the most connected generation in history.

**ADDITIONAL CONTACT INFO**

Email	info@watoceans.org
Website	http://www.watoceans.org/

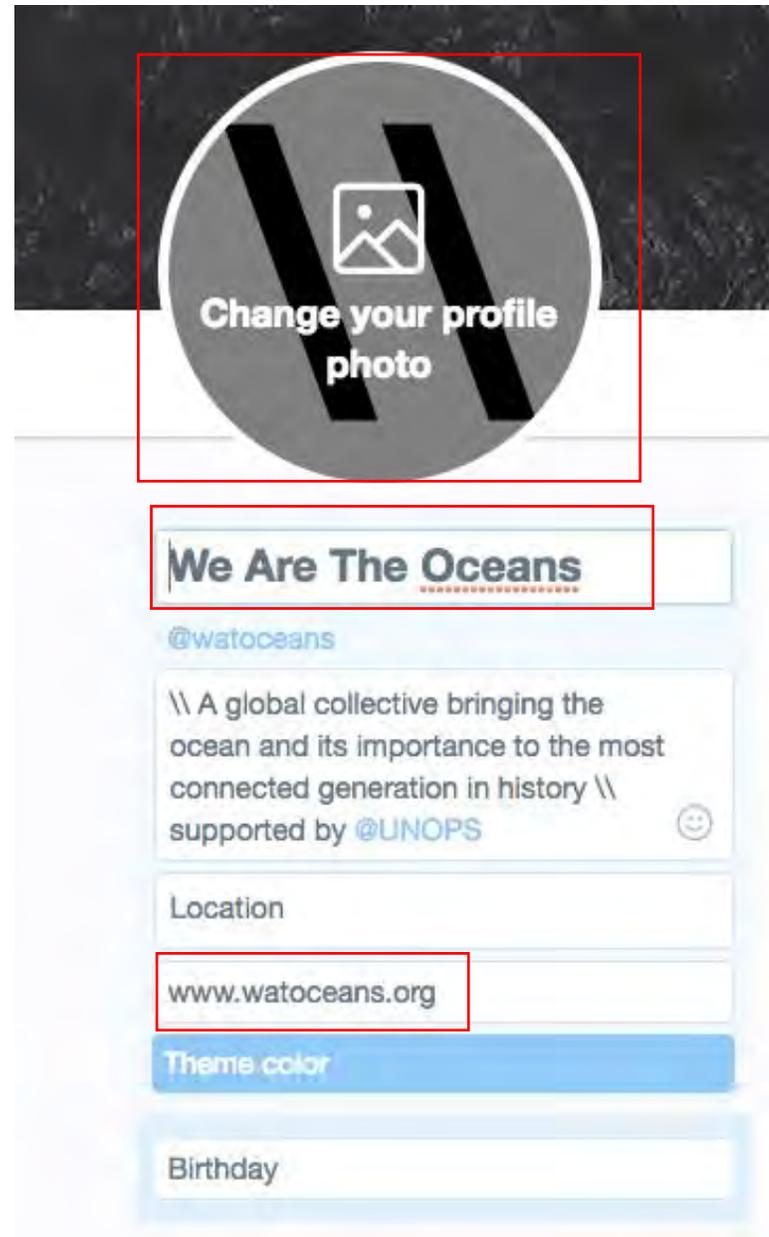
Edit Other Accounts

# Twitter step by step

Change:

DISPLAY NAME // WEBSITE // HEADER PHOTO // PROFILE PICTURE

- In order to access your profile, click your portrait (or the gear icon) located between the search bar and the Tweet button in the upper-right corner. Then, select View Profile.
- Alternatively, click on your header photo, profile photo, display name, username, or your number of total tweets. These are all located on the left-hand side of the screen, in close proximity to one another.
- Next, select **Edit profile**. It's a big, hard-to-miss button on the right-hand side of the screen.
- The edges of the screen should fade, and your profile information on the left-hand side of the screen will be highlighted.
- Type in your desired username — it needs to be 20 characters or less — and web site in the text field located directly below your profile picture. You can change your profile picture and header photo too.
- When finished, click the blue Save changes button on the right-hand side of the page to save your new display name.



# Twitter step by step

Change:

## TWITTER USERNAME

- Click your profile image — or the gear icon, if you don't have a profile image — between the search bar and the Tweet button in the upper-right corner. Then, select Settings near the bottom of the resulting drop-down list. The Account Settings tab should open by default, but you can click the Account option in the left-hand side to bring up the main interface if it doesn't.
- Type in your desired username — it needs to be 15 characters or less — in the text fields to the right of Username. A message will appear prompting you choose another username if your first choice is unavailable.

### Account

Username	<input type="text" value="watoceans"/>
	<a href="https://twitter.com/watoceans">https://twitter.com/watoceans</a>
Email	<input type="text" value="shan@watoceans.org"/>
	Email will not be publicly displayed. <a href="#">Learn more.</a>
Language	<input type="text" value="English"/>
	Interested in helping translate Twitter? Check out the <a href="#">Translation Center.</a>
Time zone	<input type="text" value="(GMT+01:00) London"/>

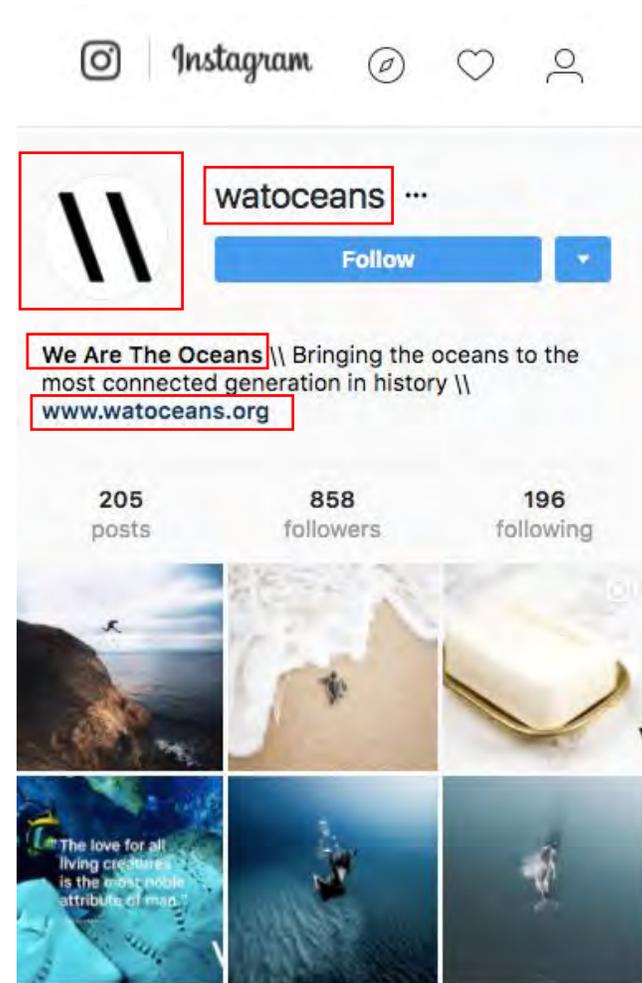
# Instagram step by step

## Change NEW NAME// USER NAME // WEBSITE

- Go to your profile by tapping 👤
- Tap “Edit Profile”
- Type in your new name, username and website, or private information
- Then tap Done or Save in the top right

## Change PROFILE PICTURE

- Go to your profile by tapping 👤
- Tap “Edit Profile” // “Change Profile Picture”
- Select where you’d like to import your picture from
- Click done



# Annex II

# f Facebook- Grey Verification Badge

If you're an [admin](#) and your Page has a profile picture and cover photo, your business Page may be eligible for a gray [verification badge](#). To verify your Page, you can use your business's publicly listed phone number or a business document (example: phone bill). We'll only use this information to verify your Page.

To verify your Page:

1. Click Settings at the top of your Page
2. From General, click Page Verification
3. Click Verify this Page, then click Get Started
4. Enter a publicly listed phone number for your business, your country and language
5. Click Call Me Now to allow Facebook to call you with a verification code
6. Enter the 4-digit verification code and click Continue

If you prefer to verify your Page with a business document, follow the steps above and click Verify this Page with documents instead at the bottom left of the window that appears, then upload a picture of an official document showing your business's name and address.

After we receive your verification code or business document, we'll review your info to confirm that it matches public records and send you a notification or email about your verification status within a few days. Keep in mind that you're not required to verify your Page.

# f Facebook- Blue Verification Badge

### Request a Blue Verification Badge

A verified Page has a blue checkmark next to its name. Select people, sports, media, entertainment and government Pages may be eligible for verification. We don't support verification requests for user profiles and Pages that represent businesses/brands.

**Verification type**

Page  
 Profile

**Please attach a photo of your ID**

No file chosen

We require at least one of the following official documents in order to review your request.

If your account represents a person:

- A government-issued photo ID that shows your name and date of birth (i.e. driver's license or passport)

If your account represents something other than a person, provide a document with an official seal/watermark of your organization:

- Your organization's phone or utility bill
- A certificate of formation
- Articles of incorporation
- Tax or tax exemption documents belonging to your organization

**Additional Information**

Please share why your account should be verified.



# Twitter Account Verification

Before sending the verification request, make sure that the account has:

- A verified phone number.
- A verified e-mail address (in case the account belongs to a company or an organization, the address must belong to the company or organization as well).
- A biography that describes the activities or mission of the organization.
- A profile picture.
- A header image.
- A website URL
- In Tweets privacy settings, tweets must be set as Public.

Click here <https://support.twitter.com/forms/verify> to fill in the form and request account verification. You must be logged in the organization Twitter account in order to do this.

For the love of mankind

**PHYLOS**

Marketing and Communications Agency



1 917 7011584  
phylos@phylos.us  
30 West 61 St. Suite 23A  
New York, NY 10023