




MARINE ECOSYSTEM DIARIES

OPEN OCEAN
SOCIAL MEDIA TOOLKIT

CONTEXT



In 2021, The Marine Diaries is running '**Marine Ecosystem Diaries**'. This project will run for nine months and explore nine different marine ecosystems: **coral reefs, open ocean, deep sea, kelp forests, seagrass, rockpools, mangroves, shellfish reefs, and polar seas.**

The aim of the Marine Ecosystem Diaries is to **convey the importance of these marine ecosystems** in an **engaging, fun, and interesting** way. The project will also explain the threats these ecosystems are facing, as well as highlight conservation efforts and how individuals can help make a difference.

In February we delved into the magnificent world of the OPEN OCEAN.

The open ocean accounts for 64% of the ocean and is home to thousands of marine species, from microscopic bacteria to the largest creature to ever exist, the blue whale. Sadly, human activity - excessive industrial fishing, climate change, ghost nets and inadequate fishing regulations to name a few - is putting the natural balance of the open ocean ecosystem into jeopardy. Help us to raise awareness by sharing our content!

#MarineEcosystemDiaries

HOW YOU CAN SUPPORT

*The Marine Diaries would like to give you access to our **educational video** and **poster** on the open ocean as part of this project, which can be used alongside **articles on the open ocean** from our blog as educational tools for your community or audience.*

Help us educate people about the open ocean, and inspire them to take action!

1. Like, comment or share our video on **Facebook**, **LinkedIn**, **Instagram**, and **Twitter**.
2. Like, comment or share our infographic on **Facebook**, **LinkedIn**, **Instagram**, and **Twitter**.
3. Use our suggested social media posts on pages 4-5.
4. Use **#TheMarineDiaries** and **#MarineEcosystemDiaries** in your posts.
5. Follow and tag us in your posts @themarinediaries (@themarinediary on Twitter).
6. Ask your team and wider network to share our content.

#MarineEcosystemDiaries

SOCIAL MEDIA POSTS

Please feel free to use the suggested social media posts below, or adapt to suit your audience.

INSTAGRAM & FACEBOOK & LINKEDIN

Join @themarinediaries as they continue their #MarineEcosystemDiaries project and take you on an exciting, guided tour of nine different ocean ecosystems. They will be exploring why each ecosystem is important, showcasing the marine life that lives there, shining some light on the threats that they face and importantly, discussing how we can help to conserve them.

In February, The Marine Diaries delved into the depths of the largest ecosystem on the planet, the open ocean. WATCH their info-video to explore the vastness of the open ocean, the richness of life that calls it home, and the disruptive impact that human activity, such as overfishing and climate change, is having on the ecosystem's natural balance.

Keep an eye out in March as they explore hydrothermal vents and the deep sea!

Watch the video here: <http://bit.ly/OpenOceanVideo>

The Marine Diaries dedicated the whole month of February to showcasing the wonders of the largest ecosystem on the planet, the open ocean.

To help teach and inspire you, The Marine Diaries released an illustrated poster which is bursting at the seams with everything you need to know about the open ocean!

What marine life can be found there?
Why is it so important?
What is being done to conserve it and how can you help?

Head over to @themarinediaries to uncover all of this and more! Make sure you have a read of the poster and share what you've learnt with those around you. Let's turn conversations into conservation #MarineEcosystemDiaries.

Download the poster here: <http://bit.ly/OpenOceanPoster>

#MarineEcosystemDiaries

SOCIAL MEDIA POSTS

TWITTER

@themarinediary have released the second short film in their new #MarineEcosystemDiaries project! Over the course of 9 months they'll be exploring 9 different marine ecosystems. In February they explored the OPEN OCEAN.

Watch here: <http://bit.ly/CoralInfoVideo>

This February, The Marine Diaries' #MarineEcosystemDiaries project focused on the open ocean.

Take a look at their poster to learn about the importance of the #openocean, the threats that it is facing, and what we can do to help!

Download here: <http://bit.ly/CoralPoster>

CAMPAIGN ASSETS - LINKS

INFO-VIDEO

INFO-GRAPHIC*

* There are 2 versions of the poster, one for printing and one for digital use, indicated in the file name.

SOCIAL MEDIA GRAPHICS & IMAGES*

* Please credit the photographer - Photo credits in file names.

If you have any questions or would like to further support get in touch with our team at media@themarinediaries.com

#MarineEcosystemDiaries

