



MARINE ECOSYSTEM DIARIES

CORAL REEFS
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 January we delved into the extraordinary world of CORAL REEFS.

Coral reefs support 25% of all marine life and directly support half a billion of the world's population. They protect coastal areas, provide food for over 500 million people and have led to the development of new medicines. We must protect them. 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 coral reefs as part of this project, which can be used alongside **articles on coral** from our blog as educational tools for your community or audience.*

Help us educate people about coral reefs, 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 launch their #MarineEcosystemDiaries project and take you on a guided tour of nine different marine ecosystems. They will be exploring why each ecosystem is important and the marine life you can find there, as well as shining some light on the threats that they face and importantly, how we can help to conserve them.

In January, The Marine Diaries delved into the extraordinary world of coral reefs. WATCH their info-video to explore the colourful chaos of the coral reef ecosystem, the heart-breaking reality of coral bleaching as corals surrender to the relentless impacts of climate change, and the novel science that's giving the future of coral reefs some hope.

Keep an eye out as they move their focus to the open ocean in February!

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

In January The Marine Diaries kick-started their #MarineEcosystemDiaries project with a month of all things coral reefs.

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

Where can you find coral reefs?
Why are they important?
What is being done to conserve them and how can you help?

Head over the @themarinediaries as they uncover all of this and more! Make sure you have a read of the poster to delve even deeper into the extraordinary world of coral reefs.

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

#MarineEcosystemDiaries

SOCIAL MEDIA POSTS

TWITTER

@themarinediary have launched the first short film in their new #MarineEcosystemDiaries project! Over the next 9 months they'll be exploring 9 different, but equally important, marine ecosystems. This month's film is all about #coralreefs

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

In January The Marine Diaries kick-started their #MarineEcosystemDiaries project with coral reefs!

Take a look at their poster to learn about the importance of #coralreefs, why they are threatened, 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

