



OCEAN WEEK OF ACTION

SOCIAL MEDIA TOOLKIT

25-31 JULY 2022

#JOINTHEALLIANCE

THANK YOU!

Thank you for taking part in SOA's very first Ocean Week of Action! This social media toolkit will help you raise awareness and inspire your network to connect with the ocean.

If you really like us, let's make it official. Follow us! @SOAlliance



Join the conversation by tagging us and using #SOAaction



INSTAGRAM



1

I am proud to take part in @soalliance's first Ocean Week of Action! From July 25th-July 31st, I am thoughtfully and intentionally committing to connect with the #ocean or another body of water. This can mean anything from spending time by the water, to choosing plant-based seafood, or even collecting littered plastic and transforming it into an art project. Learn more about this pledge – and how to sign up – at the link in my bio.

#SOAAction #saveourocean #saveourplanet #takeaction
[<https://www.soalliance.org/soablog/ocean-week-of-action>]

2

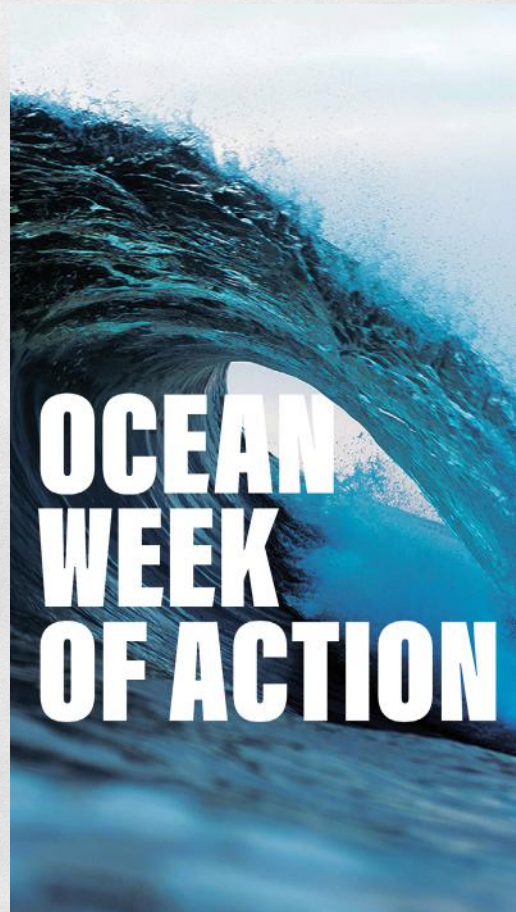
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INSTAGRAM STORY



1



2



LINKEDIN

FOR PERSONAL PROFILES



1

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[<https://www.soalliance.org/soablog/ocean-week-of-action>]

2

Did you know the #ocean is our greatest protection against #climatechange? It has absorbed 93% of excess heat created by #globalwarming and produces 50% of the air we breathe. That is why I've accepted @Sustainable Ocean Alliance's challenge to take part in the first Ocean Week of Action! Here is how I've connected with the ocean this week [*insert personal story that ties in with photos*].

#SOAAction #saveourocean #saveourplanet #takeaction

LINKEDIN

FOR ORGANIZATIONS



1

At [company name], we are proud to take part in @Sustainable Ocean Alliance's first Ocean Week of Action. From July 25th-July 31st, we are encouraging our team to take time to connect with the #ocean or another body of water. This can mean anything from spending time by the water, to choosing plant-based seafood, or even collecting littered plastic and transforming it into an art project. Learn more about this pledge – and how to sign up – at the link.

#SOAAction #saveourocean #saveourplanet #takeaction
[<https://www.soalliance.org/soablog/ocean-week-of-action>]

2

Did you know the #ocean is our greatest protection against #climatechange? It has absorbed 93% of excess heat created by #globalwarming and produces 50% of the air we breathe. That is why [company name] has accepted @Sustainable Ocean Alliance's challenge to take part in the first Ocean Week of Action! Here is how our team has connected with the ocean this week [share anecdotes and photos of how your team has participated]. #SOAAction #saveourocean #saveourplanet #takeaction [insert company-specific hashtag]

TWITTER



1

I'm proud to join @soalliance's Ocean Week of Action! From July 25-31, I am thoughtfully & intentionally committing to connect with the #ocean or another body of water. Learn more: <https://bit.ly/3uSB8zt> #SOAAction #saveourocean

2

The #ocean has absorbed 93% of excess heat created by #globalwarming & produces 50% of the air we breathe. That is why I've accepted @soalliance's Ocean Week of Action challenge! Here's how I've connected with the ocean this week: #SOAAction #saveourocean
[add personal photos from the week]



THANK YOU!

[#JOINTHEALLIANCE](#)

