

Week 1- Why the Ocean Matters

Objective- Build awareness and emotional connection.

Theme- The ocean as a living system that supports life, livelihoods, and climate stability.

Publishing Day	Title	Objective	Format	Content	Keywords	Call to Action
Long-Form Blog Content						
Monday	The Ocean at Our Table: Why Healthy Seas Matter for Everyone	Introduce the importance of healthy oceans in everyday life, highlight the issues of overfishing, and create curiosity for practical solutions later.	NA	Overview of marine ecosystem services and the importance of biodiversity. Connection to food security and climate. Consequences of overfishing and habitat loss. Human and economic relevance.	ocean conservation, overfishing , marine ecosystems, sustainable seas, seafood sustainability	Learn how you can support healthy oceans by exploring our Ocean-Friendly Choices Guide.
Email Marketing						
Thursday	[Subject line] Did you know...	Provide fun and engaging facts that can become talking points later on and inspire people to want to protect the oceans. Boost engagement in replies.	NA	4-5 fun facts about the ocean including 2 statistics relating to the financial value of marine ecosystem services (E.g. it'd cost \$2 million for us to do the work of one whale in removed carbon from the atmosphere and cycling nutrients).	ocean facts, marine ecosystems, sustainable seafood	Hit reply to let us know your favourite ocean facts.
Instagram Posts						
Tuesday	5 Ways the Ocean Supports Life	To educate on the value of the oceans.	Carousel	Food, climate regulation/carbon sequestration, livelihoods, cycling nutrients/gases, tourism	ocean health, marine life, sustainability, ecosystem services	Comment for link to Ocean-Friendly Choices Guide
Thursday	"UK Wildlife is Boring"	To educate people on the unseen biodiversity of UK coastal ecosystems; to inspire people to want to protect the oceans.	Reel	Video clips showing thriving UK coastal ecosystems that are full of life.	marine conservation; UK wildlife; UK coasts	Link in bio for Ocean-Friendly Choices Guide
Saturday	Ocean Facts that'll Make You Look Smart	Provide fun and engaging facts that can become talking points later on and inspire people to want to protect the oceans. Boost engagement in comments.	Carousel	Repurpose email into a fun carousel.	ocean facts, marine ecosystems, sustainable seafood	Leave your favourite ocean fact in the comments.
Instagram Stories						
Monday	True or false	Boost engagement to grow reach.	Poll	A series of 3 statements about the ocean where viewers vote true or false.	NA	NA
Wednesday	Tell us your favourite marine organisms.	Boost engagement to grow reach.	Question sticker	Repost answers with images and responses.	NA	NA
Friday	Your ocean impact.	Boost engagement to grow reach. Gauge audience's current feels of agency and responsibility in marine conservation.	Slider	Question: "How much do you think your seafood choices affect the ocean?"	NA	NA
LinkedIn						
Tuesday	Individuals have big impact.	To show that individuals can have impact and the environmental policy can be good for business as well as nature.	Text only	Tell the story of David Sales BME, a fisherman who campaigned for better legislation on lobster fishing on the South Coast of England, benefitting local fishing industries and allowing the recovery of lobster stocks in Devon and Dorset.	sustainable seafood, marine ecosystems	NA
Thursday	UK Wildlife is Boring	Tackle the misconception that UK wildlife has little to offer. Boost engagement in the comments.	Text and video	Re-use Instagram reel with accompanying text describing the biodiversity of our marine habitats.	marine conservation; UK wildlife; UK coasts	Let us know your favourite UK wildlife sightings in the comments.