

National Marine Sanctuaries
National Oceanic and Atmospheric Administration



NATIONAL MARINE
SANCTUARIES



Social Media as Platform for Citizen Engagement and OCNMS Social Media Efforts

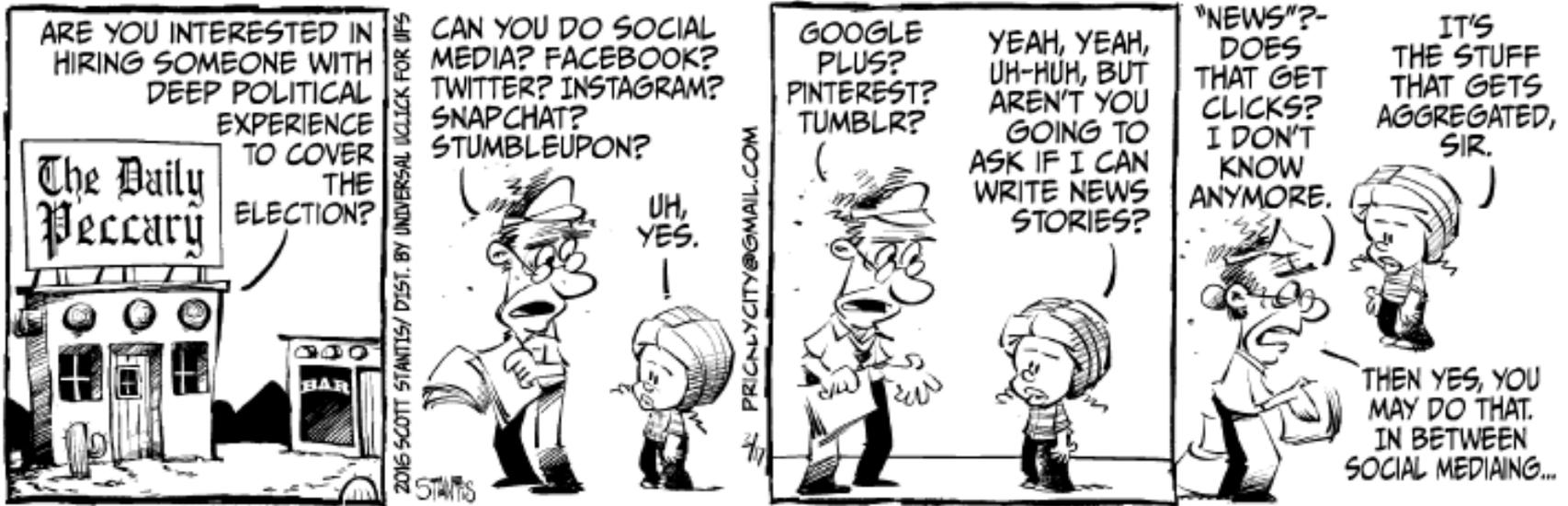
NATIONAL MARINE
SANCTUARIES

Presented by:

Steve Shively/ Jefferson Co. TCC and Nicole Harris/ OCNMS

What's The Objective?

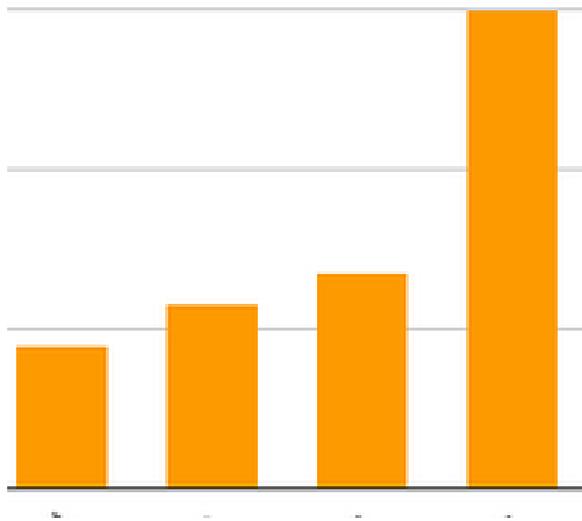
PRICKLY CITY | *Scott Stantis*



What's The Objective?



Call to Action



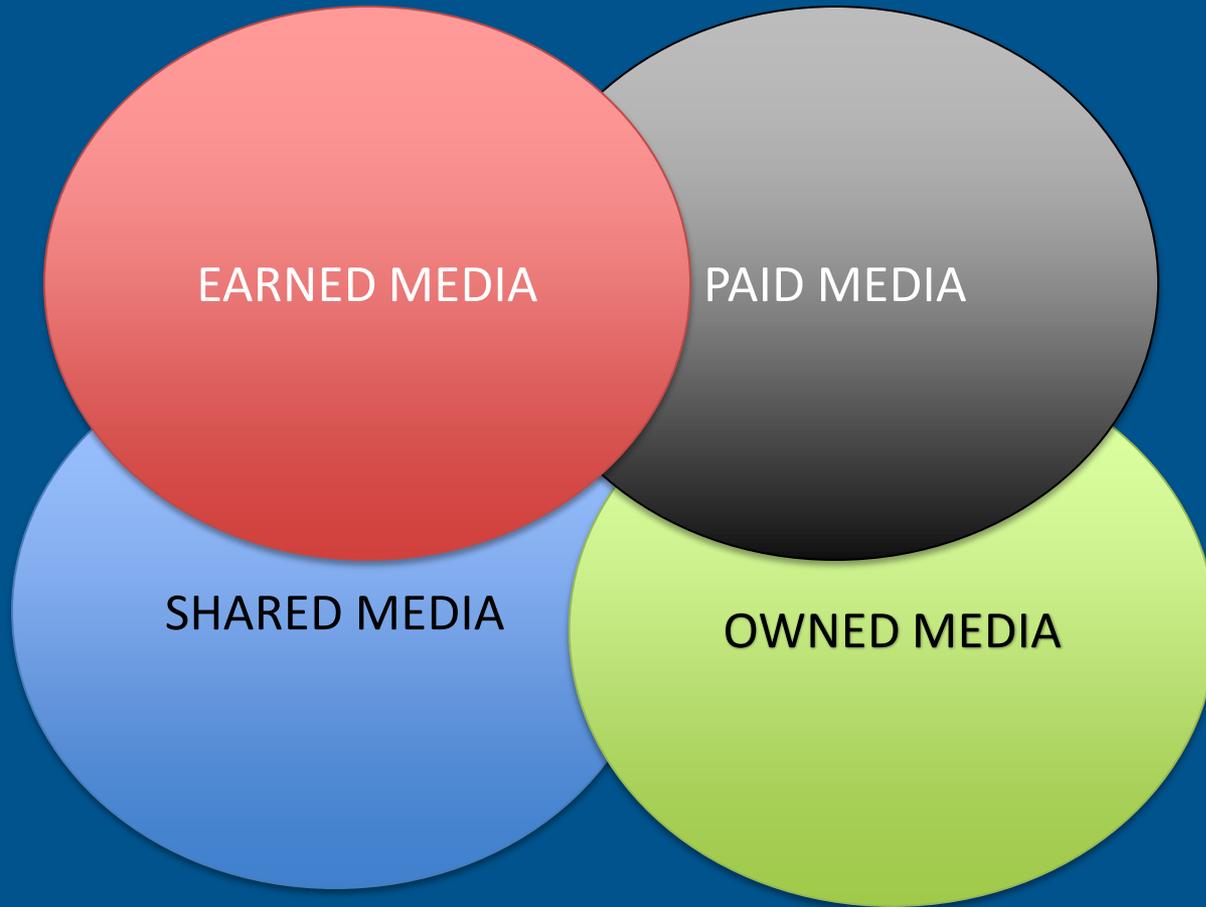
The end goal
is action,
not eyeballs.

- Jay Baer

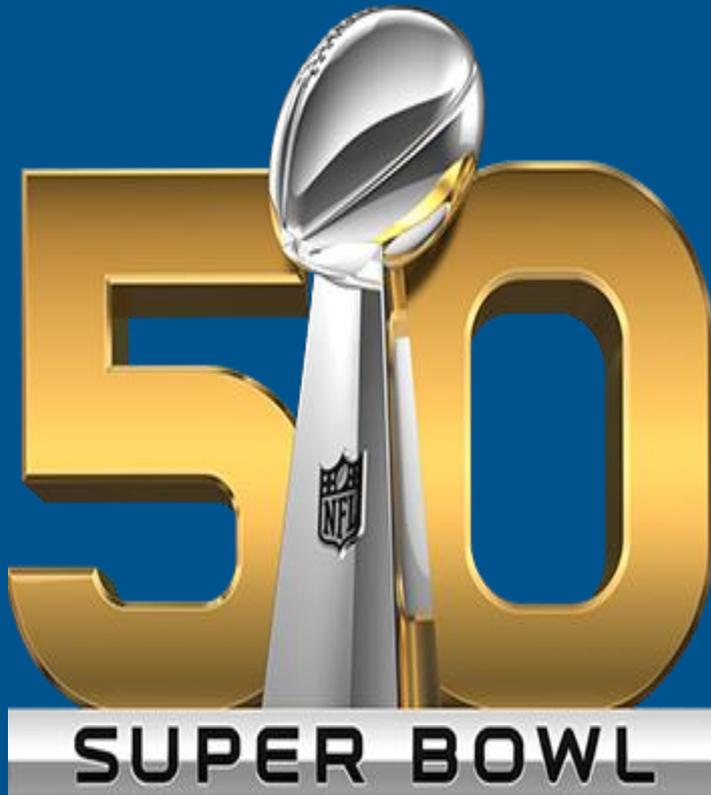
Quick Primer on Media Marketing



Quick Primer on Media Marketing



Quick Primer on Media Marketing



Countries with the most NFL fans outside the US

People describing themselves as NFL fans in selected countries (millions)



\$5,000,000

- 30 - Seconds
- 170 countries around world
- Priced at 189M impressions
- actual 111.9 impressions

Quick Primer on Media Marketing



\$95,300

- ½ Page
- 13 western states
- 1.2M impressions

Quick Primer on Media Marketing

Sunset

90 / Puget Sound
Paddler's paradise
 Just beyond the crystal waters of Puget Sound, kayakers are rediscovering colorful marinas and secret beaches thanks to a newly expanded network of routes, part of the Kitsap Peninsula National Water Trails. The 371-mile course (the West Coast's first saltwater designation) provides some 150 locations where kayakers and canoeists can launch and explore, and includes 75 additional trail access points, from Gig Harbor's Skansie Brothers Park, home to a waterfront farmers' market and alfresco live concerts, to Fox Island



Secret coves of the expanded Kitsap Peninsula National Water Trails.

Fishing Pier. Check out the website for itineraries such as salmon habitat tours and fun paddles for the kids. visititap.com/water-trails.

90 / First Hill
Gallery walls
 When Charles and Emma Frye bequeathed their 232-piece art collection to the city in 1940,

2016 RATE CARD

FULL RUN AND REGIONAL EDITIONS

| 4-COLOR | | | | | |
|---------------------|-----------|-----------|----------|----------|--|
| CIRC. BASE | FULL PAGE | ½ PAGE | ¼ PAGE | 1/8 PAGE | |
| Full run | \$146,500 | \$117,200 | \$95,300 | \$60,800 | |
| Pacific Northwest | \$52,414 | \$41,939 | \$34,061 | \$23,598 | |
| Northern California | \$63,283 | \$50,652 | \$41,122 | \$28,472 | |
| Southern California | \$58,271 | \$46,641 | \$37,866 | \$26,216 | |
| Rocky Mountain/SW | \$45,569 | \$36,461 | \$29,615 | \$20,517 | |

RATEBASES

| | |
|---------------------|-----------|
| Full run | 1,250,000 |
| Pacific Northwest | 245,000 |
| Northern California | 320,000 |
| Southern California | 285,000 |
| Rocky Mountain/SW | 205,000 |

COVERS

| | |
|-----------|-----------|
| 4th cover | \$190,500 |
| 3rd cover | \$161,200 |
| 2nd cover | \$175,800 |

REGIONAL ADVERTISING COVERAGE

PACIFIC NORTHWEST edition includes Alaska, Idaho, Oregon, and Washington.

NORTHERN CALIFORNIA edition extends from the Oregon border south to the counties of Fresno, Inyo, Kings, Mono, Monterey, and Tulare. Includes all of Nevada except Clark County.

SOUTHERN CALIFORNIA edition includes Imperial, Kern, Los Angeles, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, and Ventura counties, and Hawaii.

ROCKY MOUNTAIN/SOUTHWEST edition includes Rocky Mountain includes Colorado, Montana, Utah, and Wyoming. Southwest includes Arizona, New Mexico, Texas, and Clark County, Nevada.

FULL RUN edition includes circulation in all 13 Western states, as well as national circulation.



\$95,300 | ½ Page | 13 western states | 1.2M impressions



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT **DISCOVERY**

LARGEST OPPORTUNITIES



USERS ARE:

♂ 17% MALE

♀ 83% FEMALE

20 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO **140** CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS

HAPPEN EVERY SECOND

241 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS **1+ BILLION** USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE

1 MILLION LINKS EVERY 20 MINUTES

1+ BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND **PICTURES** AND NOW **15 SECOND VIDEOS**

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF **# HASHTAGS**

AND POSTING **PICTURES** CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS **NATIONAL GEOGRAPHIC**

200 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR **BRANDS AND USERS** TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE **TEND TO BE A GOOD FIT** WITH A GREAT FOLLOWING

25-35 YEAR-OLDS ARE THE MOST ACTIVE

540 MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING **ARE CORPORATE BRANDS** GIVING POTENTIAL AND CURRENT ASSOCIATES **A PLACE TO NETWORK & CONNECT**



79% OF USERS ARE **35** OR OLDER

300 MILLION USERS

Quick Primer on Media Marketing



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MICRO BLOGGING
SOCIAL SITE
THAT LIMITS EACH
POST TO **140**
CHARACTERS

LARGEST
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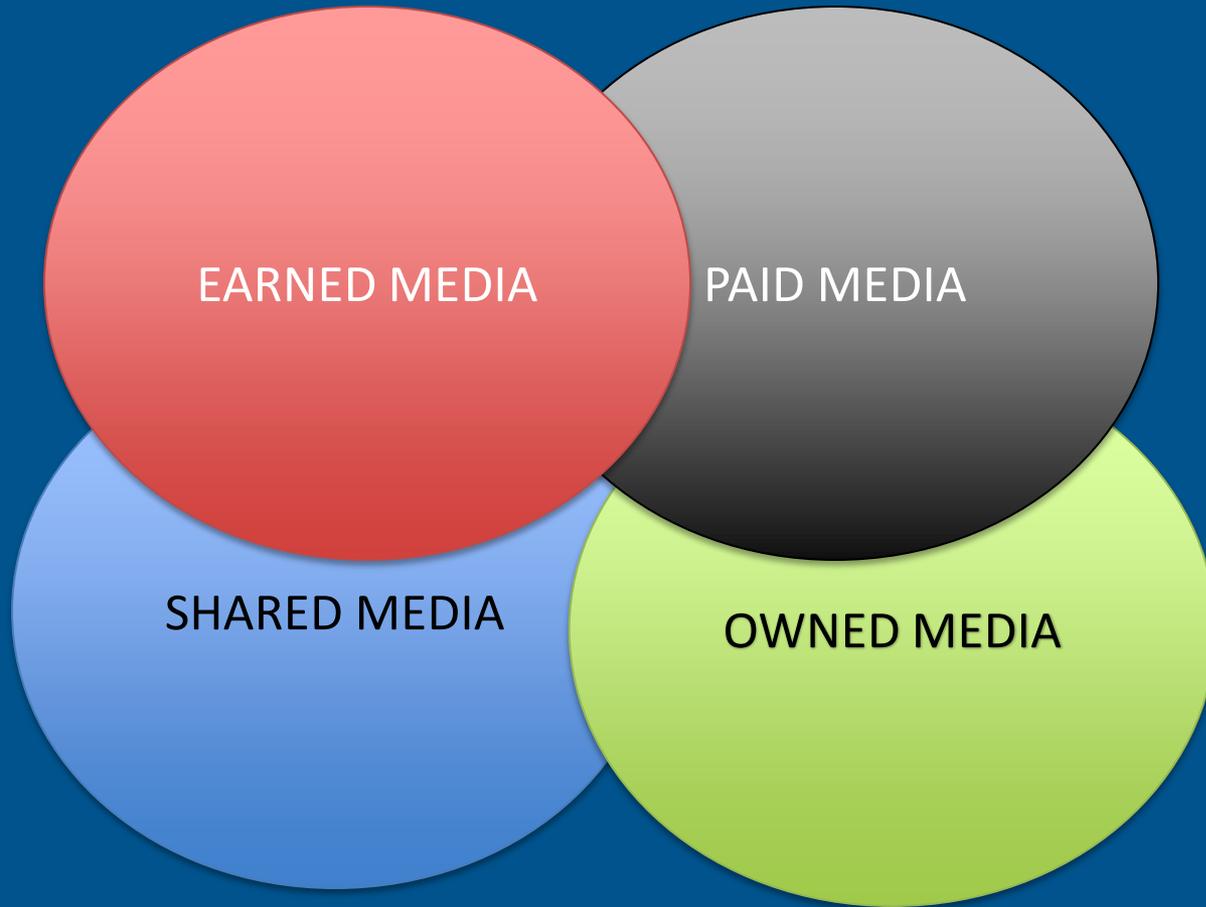


Photo by GerritsenBeach.net

\$0 (FREE!)

- Limitless Posts
- Global
- 1.24B potential impressions

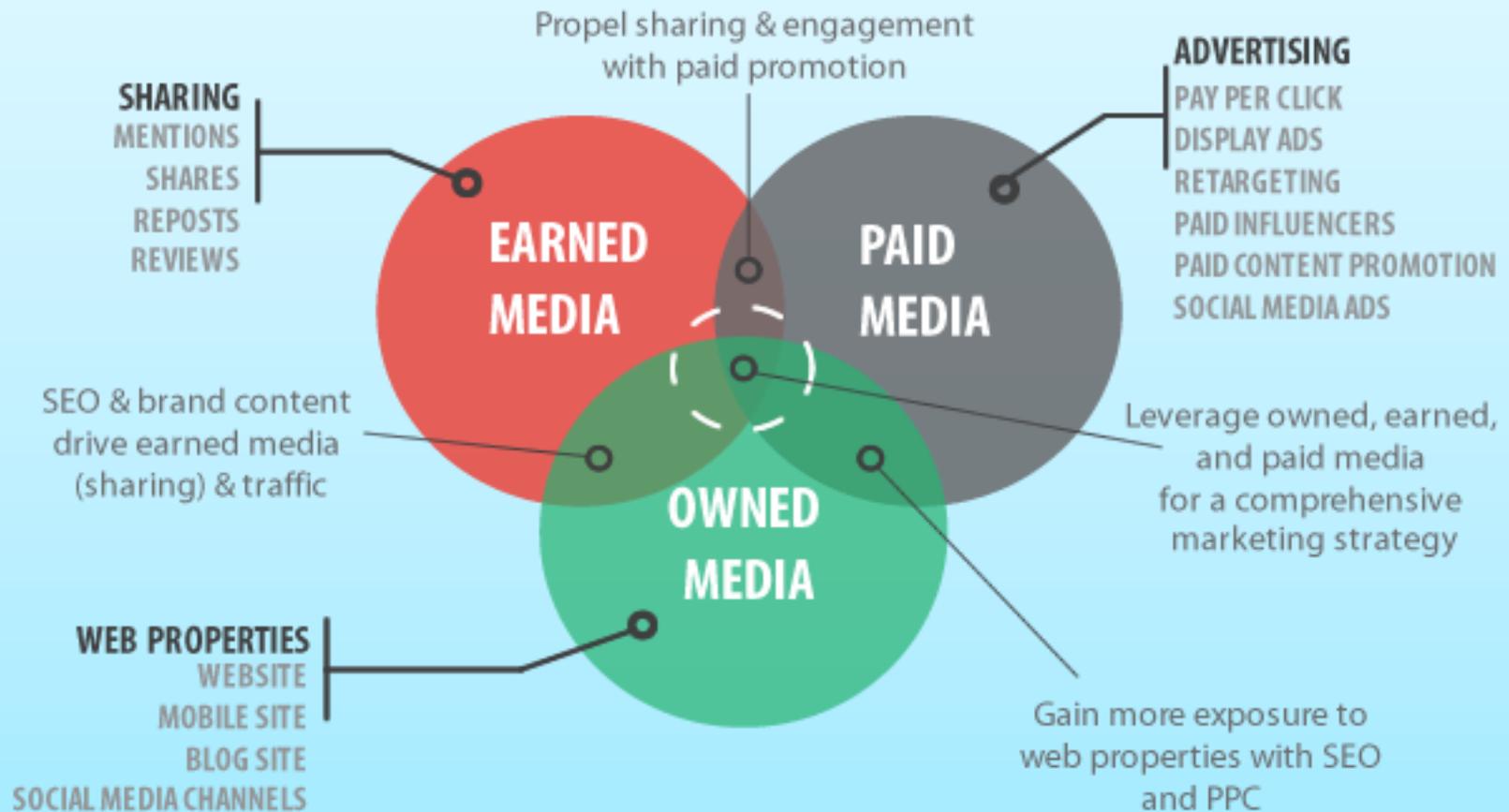
Quick Primer on Media Marketing



Quick Primer on Media Marketing

DIGITAL MARKETING TRIFECTA

EARNED, OWNED & PAID MEDIA



Quick Primer on Media Marketing

Learn More

When to use it

- Drive traffic to your website
- Share media hits to enhance credibility and branding
- Share a relevant article to educate your audience on your issues
- Share photo, video or other multimedia



Action language

- Read more
- See why...
- Check out...
- Explore
- Discover

Share

When to use it

- Reach new audiences
- Get the attention of the like-minded friends of your base
- Engage your audience with a low-level ask
- Raise awareness around an issue or campaign



Action language

- Retweet/share if you think/feel/believe...
- Tell your friends that you...
- Show the world that you...
- Spread the word

Tell us what you think

When to use it

- Take the pulse of your audience
- Show your audience their opinions are valuable to you
- Engage in thought-provoking conversation
- Gather user-generated content



Action language

- Tweet your thoughts with hashtag #...
- Tell us what you think in the comments below
- Share your story
- We want to know what/why...
- Tell us & we'll RT!

Take Action

When to use it

- You've adequately engaged your audience and they're poised to donate, sign a petition, or make a purchase.
- There's an emergency or other sense of urgency around the action.
- Action is linked to broader campaign or prominent media coverage



Action language

- Your gift will...
- Donate now to provide...
- Sign our petition to tell the world that...
- Share your voice if you...
- Pledge to...

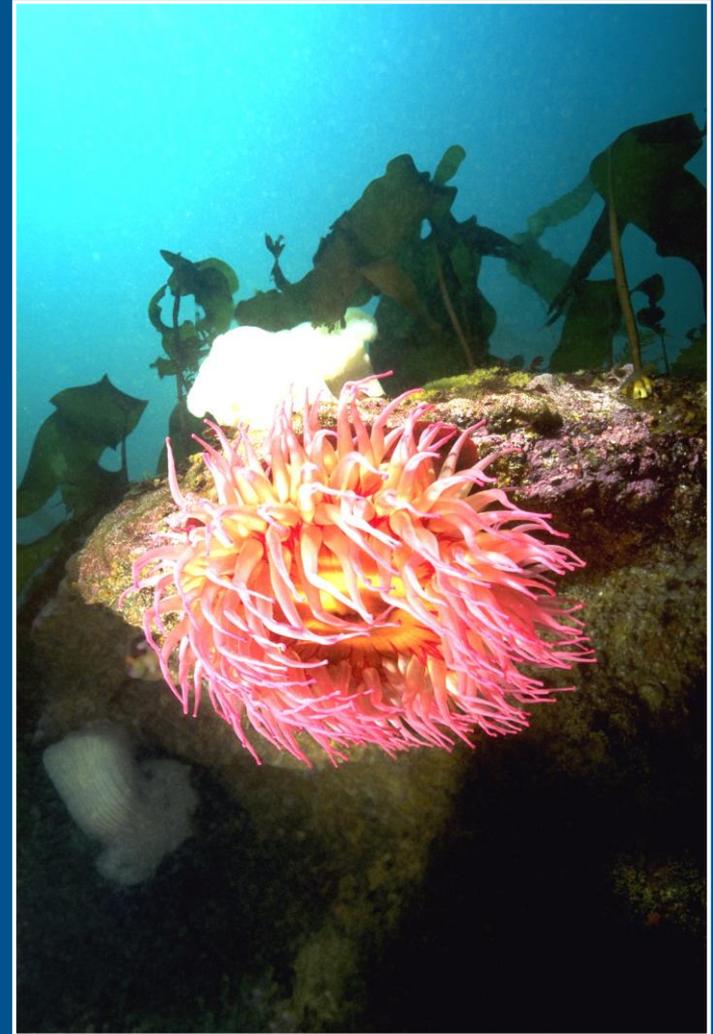


BRAND AWARENESS

LEAD GENERATION

Track repeat business and retention

Sanctuary Social Media





Earth Is Blue: A Campaign of Awareness

Launched on October 23, 2014

Since launch:

495 photos (1/day)

71 videos (1/week)



Photo: Bob Talbot



By the Numbers



~71,000 followers (up 435% since launch)
Posts reached ~1.5 million in January



~53,000 followers (up 66% since launch)
~426,000 tweet impressions in January



~12,000 followers
Instagram launched with Earth Is Blue

Earth Is Blue Survey Results: How Can We Increase Engagement?

- Identify things the public can do
- Work with other influencers and organizations
- Get content from the public
- Expand Earth Is Blue across the system
- Clarify the campaign -- What are we hoping to do?





Earth Is Blue

Magazine of the National Marine Sanctuaries



EARTH IS BLUE

WHAT DOES A sanctuary **MEAN?**

Above THE WAVES

History **Beneath** the surface

Get Into **YOUR SANCTUARY**

SECRETS OF THE SEA

MAGAZINE OF THE **NATIONAL MARINE SANCTUARIES**

CLOSE-UP ON LIFE

NATIONAL MARINE SANCTUARY FOUNDATION

GO WITH THE FLOW

What water-centric trip suits you best? Find your number, then turn the page.

ILLUSTRATIONS BY HANNA BARCZAK

I'm looking more for adventure.

An urban adventure?

- Yes: Up for a bromantic flight? (No: Skip to page 42)
- Yes: What are you traveling? (No: Skip to page 42)
- Yes: How far will your frequent flyer miles take you? (No: Skip to page 42)
- Yes: Enjoy an outdoor? (No: Skip to page 42)
- Yes: Favorite animal? (No: Skip to page 42)

I'm looking more for relaxation.

Do you get seasick?

- Yes: So where's your happy place? (No: Skip to page 42)
- Yes: What do you prefer? (No: Skip to page 42)
- Yes: Is your passport up to date? (No: Skip to page 42)
- Yes: What decides you? (No: Skip to page 42)
- Yes: What's for dinner? (No: Skip to page 42)



Olympic Coast National Marine Sanctuary Social Media

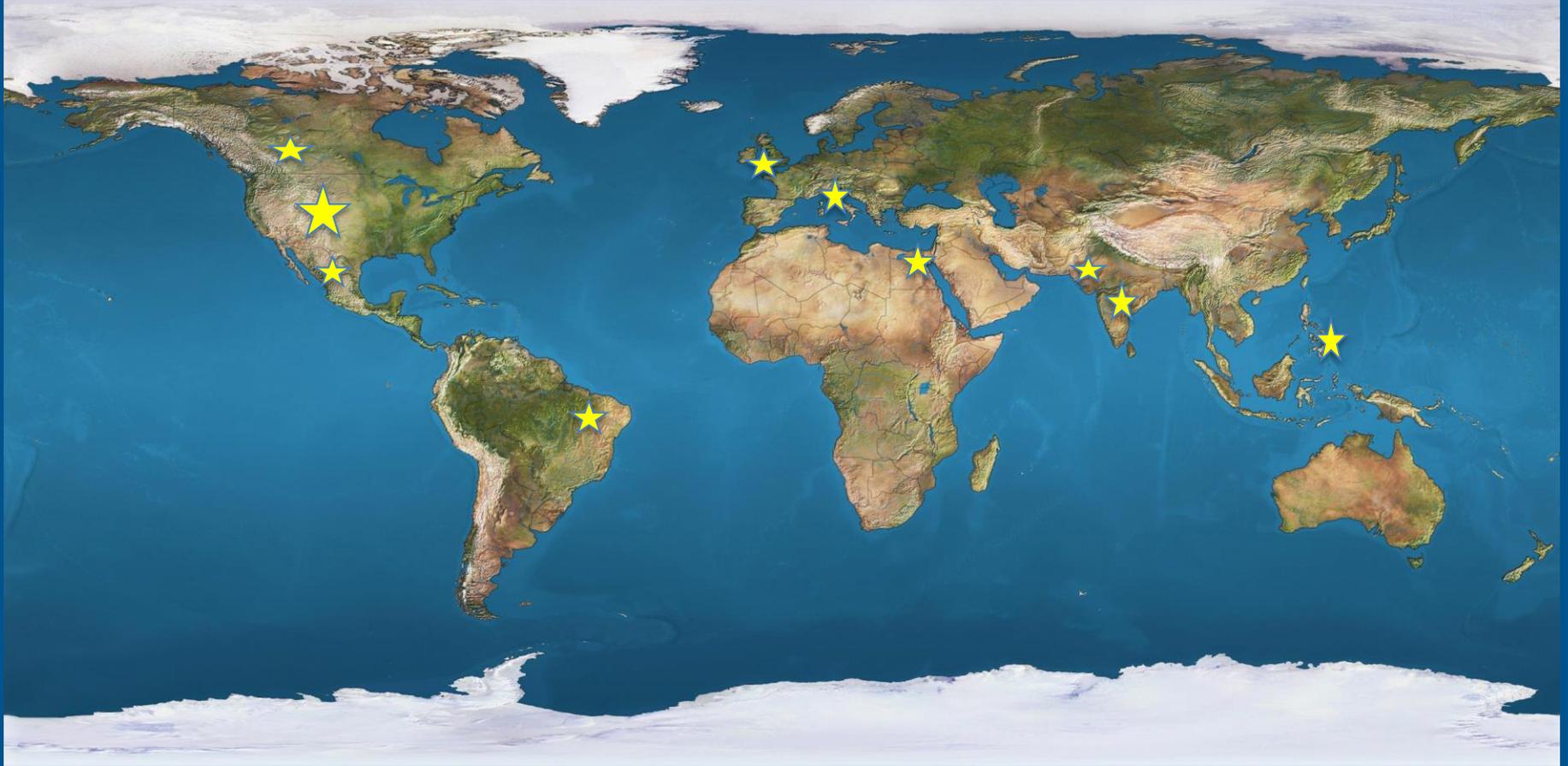


~ Started in 2010, 9,714 followers,



~ Started in 2014, 469 followers,

Trends and Demographics



Engagement Terminology

- Reach(FB) – number of people to see post
- Impressions(Twitter) - number of times tweet is viewed
- Shares(FB) – number of people to share the post
- Re-tweets(Twitter) – number of people to share (re-tweet) the post
- Comments – people who directly react to post
- Likes/Reactions(FB) – in the most basic way, this matters to them
- Engagement (Twitter)

Trends and Demographics

Post Details

Reported stats may be delayed from what appears on posts



NOAA Olympic Coast National Marine Sanctuary

Published by Nicole Harris [?] · December 2, 2015 ·

This beautiful bubblegum coral, (*Paragorgia arborea pacifica*) is a cold water Gorgonian coral that can grow more than one meter tall, in depths ranging from 80 meters to 1000 meters. Their complex three-dimensional structures make these corals an excellent habitat for other species, providing a foraging platform above the seafloor, a refuge from predators, a source of food, an anchor for egg attachment and a nursery area for some species. To learn more about cold water corals in Olympic Coast National Marine Sanctuary visit <http://olympiccoast.noaa.gov/.../coraland.../coralandsponge.html>



Photo courtesy of OCNMS

12,810 people reached

Boost Post

KoCa Pi, Luis Eduardo Turcios and 25 others

1 Comment 29 Shares

Like Comment Share

12,810 People Reached

273 Likes, Comments & Shares

241 Likes

27 On Post

214 On Shares

3 Comments

1 On Post

2 On Shares

29 Shares

29 On Post

0 On Shares

225 Post Clicks

60 Photo Views

2 Link Clicks

163 Other Clicks

NEGATIVE FEEDBACK

11 Hide Post

2 Hide All Posts

0 Report as Spam

2 Unlike Page

Trivia or Facts



NOAA Olympic Coast National Marine Sanctuary

Published by Nicole Harris [?] · December 10, 2015 ·

This beautiful Fish-Eating anemone (*Urticina piscivora*) has a deep red column and tentacles that are usually white but occasionally red. This anemone can be found from Alaska to California, including Olympic Coast National Marine Sanctuary, on sides of rocks from low intertidal to about 160 ft. It feeds on fish as well as a variety of invertebrates. For more information on invertebrates in Olympic Coast visit <http://olympiccoast.noaa.gov/.../marine/.../inverts/inverts.html>



57,198 people reached

Boost Post

147

12 Comments 493 Shares

Like Comment Share



NOAA Olympic Coast National Marine Sanctuary

Published by Nicole Harris [?] · February 20 ·

This ocean sunfish (*Mola mola*) is a uniquely shaped pelagic species that most folks will see at the surface, basking on their sides. This basking is thought to be a way to warm up after making deep dives into colder waters. This habit of basking in the sun, sunning themselves, gained them the name sunfishes.



7,611 people reached

Boost Post

Brano Lička, Cynthia Wildman and 222 others 8 Comments 50 Shares

Like Comment Share

Celebrating recognized days

 **NOAA Olympic Coast National Marine Sanctuary**
Published by Nicole Harris [?] · February 13 · 🌐

HAPPY WORLD WHALE DAY!



23,093 people reached

[Boost Post](#)

  Brano Lička, Rodney Mibbs and 520 others 3 Comments 146 Shares

 Like  Comment  Share

 **NOAA Olympic Coast National Marine Sanctuary**
Published by Nicole Harris [?] · March 3 at 11:56am · 🌐

Happy World Wildlife Day!! #worldwildlifeday



9,911 people reached

[Boost Post](#)

   237

2 Comments 69 Shares

 Like  Comment  Share

How to get involved

NOAA Olympic Coast National Marine Sanctuary
Published by Jacqueline Laverdure [?] · July 6, 2015 · 🌐

HELPERS NEEDED! Sunday, July 12, 2015
10:00AM meet at Third Beach trailhead
Olympic National Park has been organizing SCA crews to remove debris from Olympic Coast beaches. There is an opportunity to help hike supplies in and haul trash out from the collection sites.
Please contact Dana Wu at dana_wu@partner.nps.gov or by calling her at 360-374-5460 ext. 2



11,791 people reached [Boost Post](#)

👍 You, Jay A. Satz, Stuart Roberts and 56 others · 7 Comments · 77 Shares

👍 Like 💬 Comment ➦ Share

NOAA Olympic Coast National Marine Sanctuary
Published by Nicole Harris [?] · January 22 · 🌐

Come to the Landing Mall conference room (suite#205), in Port Angeles at 7pm Friday January 22nd to hear a reading (in English and Japanese) of "Extreme Voyage of Kamome: A Tsunami Boat Comes Home". Co-authors Lori Dengler and Amya Miller along with illustrator Amy Uyeki will read this heartwarming children's book, followed by discussion on how the small boat of Kamome promoted recovery in Rikuzentakata, Japan. Check out this great story about the boat here
<http://www.facebookstories.com/stories/61397/recovering-hope>



A Piece of Tsunami Debris Brought Together These Two Cities
FACEBOOKSTORIES.COM

1,034 people reached [Boost Post](#)

👍 16 · 1 Comment · 2 Shares

👍 Like 💬 Comment ➦ Share

Engaging partners and Fans



NOAA Olympic Coast National Marine Sanctuary

Published by Nicole Harris [?] · March 11 at 8:30am · 🌐

On this date in 2011, an earthquake and subsequent tsunami devastated communities and shorelines of Japan. Two years later, a 185-ton dock, set adrift from Misawa, Japan by the tsunami, made its way to a remote stretch of wilderness coast in Olympic Coast National Marine Sanctuary and Olympic National Park. Partnering with NOAA Marine Debris Program and Washington Department of Fish & Wildlife this removal project was collaboration at its best. Highlighting how the ocean connects people, it was the common concern for the ocean environment and a generous contribution of funds from the Japanese government that made this removal project possible. For more information visit http://sanctuaries.noaa.gov/news/features/0413_dock.html
<https://www.youtube.com/watch...>



Time-Lapse, Misawa Dock Removal, Olympic National Park, March 16 - 25, 2013

Video by Olympic National Park. Removal of an approximately 185-ton dock, set adrift from...

YOUTUBE.COM

7,673 people reached

Boost Post

👍 🤔 😞 14

1 Comment 12 Shares 🧑🏻

👍 Like 💬 Comment ➦ Share



NOAA Olympic Coast National Marine Sanctuary

Published by Nicole Harris [?] · August 19, 2014 · 🌐

Here is one more picture of *Velella velella* from this last weekend, on the waters near La Push. Taken by more of our great COASST volunteers. The sheer numbers in this photo are amazing.



110,496 people reached

Boost Post

👍 532

127 Comments 681 Shares 🧑🏻

👍 Like 💬 Comment ➦ Share

Research



NOAA Olympic Coast National Marine Sanctuary added

8 new photos to the album: EarthEcho International and OCNMS at Neah Bay.

November 18, 2015 · 🌐

A few more photos to highlight the great, but wet day Neah Bay Highschoolers had with OCNMS, Makah Fisheries, EarthEcho International and Windsong Charters investigating water quality and food sovereignty in relation to our changing ocean environment.



👍 Like 💬 Comment ➦ Share



NOAA Olympic Coast National Marine Sanctuary

Published by Nicole Harris (P) · August 6, 2015 · 🌐

It has been a great week for Olympic Coast National marine Sanctuary, in collaboration with NOAA Fisheries Service NOAA Northwest Fisheries Science Center, OMI SDM Division and Conservation Biology Division, to conduct subtidal scuba surveys in Olympic Coast. The Focus has been on the nearshore, subtidal areas (less than 30m water depth) of Washington's Coast, replicating transect work completed in 1987, 1995 and 1999 to evaluate the community changes associated with growth of sea otter population and expansion of primary forage areas with population growth. Here is the team, off of Tsoo-Yess beach in Makah Bay.



1,828 people reached

Boost Post

👤 You, Douglas Joyce, Leona Reck and 89 others

2 Comments 🗨️

👍 Like 💬 Comment ➦ Share

Twitter

 **Olympic Coast NMS**
@OlympicCoast Following

Visit us [@CrabFestival](#) this wknd Oct 9-11 in [#PortAngeles](#) & learn about [#oceanacidification](#). [crabfestival.org](#)



RETWEETS 3 LIKES 3

 **Olympic Coast NMS**
@OlympicCoast Following

Tomorrow 11/6 10am-3:30pm Sanctuary Advisory Council meeting at [@EcologyWA](#) in Lacey. Open to the public! Agenda at [olympiccoast.noaa.gov/involved/sac/a...](#)

RETWEETS 3

10:41 AM - 5 Nov 2015

Reply to [@OlympicCoast](#) [@EcologyWA](#)

 **Olympic Coast NMS**
@OlympicCoast Following

Christmas Tree Worms found in some of our [@sanctuaries](#)! See how they got named! [@noaaoc](#)
[oceanservice.noaa.gov/facts/xmas-tre...](#)



RETWEETS 42 LIKES 44

2:27 PM - 21 Dec 2015

Social media A +

- Mallows Bay High Schoolers researching how Sanctuary sites use social media platforms

“great photos, interesting content, and professional and accessible tone”





- Like OCNMS FB page
- Follow OCNMS Twitter
- Tag when appropriate
- Share posts
- Provide ideas for posts
- Provide pictures for posts

Questions

