

**Sea Grant 50th Anniversary
Communications Guidance: Healthy Coastal Habitats (September)**

Planning group: Dorothy Zimmerman (FL); Becca Burton (FL); Becky Zeiber (NH); Deborah Seiler (CA); Brooke Carney (NSGO); Cristina Olan (PR); Peg Van Patten (CT); Moira Harrington (WI)

OUTCOMES

This is our chance to showcase the activities and events in our program that describe how we're helping keep our coastal environments healthy. Below are some suggested performance measures that the national network uses to measure its success, so our content should somehow attempt to showcase these action outcomes.

- Resource managers use ecosystem-based approaches and apply ecosystem-based management principles in the management of land, water, and living resources as a result of Sea Grant activities.
- Coastal habitats are protected, enhanced or restored to function and productivity as a result of Sea Grant activities.
- Sea Grant tools, technologies and information services are used by our partners/customers to improve ecosystem-based management.

KEY MESSAGES

- Americans value their coastal habitats, but also put pressure on them.
- Fostering a shared, science-based understanding of coastal systems represents a key goal of the Sea Grant programs across the nation, with a desired outcome of greater stewardship of these coastal systems.
- Sea Grant fosters greater involvement in coastal stewardship like monitoring, cleanups and restorations, which leads to participatory decision-making and collaborative, ecosystem-based management decisions.

SUGGESTED HASHTAG

#mycoast #misplayas

ANCILLARY HASHTAGS for CONVERSATION STARTERS

#knowyourcoast; #estuary; #EstuariesWeek #EstuaryLove; #EstuariesGO!;
#WhereTheRiversMeetTheSea; #SeaGrant50; #oceanoptimism; #beoceanminded

ACTIVITIES

The responses to the network 50th campaign survey showed that social media materials, web materials and digital media were most useful to extension faculty and communicators for promoting the 50th, so this month will emphasize production of that content. This includes:

Feature stories on the National Sea Grant website (google signup sheet);

9/1 National Sea Grant Office

9/6 Law Center

9/12 University of Southern California

9/19 Alaska

9/22 South Carolina

9/26 Wisconsin

9/29 Washington

Crowd-sourced album of beautiful .jpgs and videos from the network, compiled in a gallery on the National Sea Grant Flickr

Puerto Rico Sea Grant has made available the script from *Trash Free Waters*, a 3-min video on microplastics that has just been released on the PR YouTube channel. She will ask her program to produce the video w/o reference to Puerto Rico specifically, and then we can add the video to our resource page so we have some bilingual content.

BuzzFeed article from Becca Burton, shared around, titled *10 Beautiful Marine Organisms that Just Don't Get Enough Love*, a feature of oddities that are fundamental to healthy coastal habitats. (sponges, oysters, oil-eating bacteria, horseshoe crab, plankton, wrasse or other reef-cleaning fish, mangroves, etc.). Each program is encouraged to share it to through social media channels and build 'buzz.'

Two-pager about Sea Grant's role in protection and restoration of healthy coastal habitats, which the NSGO can use in its promotional efforts within NOAA and other agencies. Puerto Rico will design the page and also translate it. More Spanish-language content!!

Promotion of the International Coastal Cleanup (Saturday, Sept 17) and National Estuaries Week (Sept 17-24), helping web visitors and social media audiences find an event to participate. The relevant websites are:

- http://www.oceanconservancy.org/our-work/international-coastal-cleanup/sign-up-to-clean-up.html?gclid=CjwKEAjwxeq9BRDDh4_MheOnvAESJABZ4VTqJ4NpkEDotzHX0mIlgPCg3HMR6PL-pEABw22s8wC0lZhoCJ2jw_wcB?referrer=https://www.google.com/
- <https://www.estuaries.org/find-an-event>

Generation of animated gifs related to healthy oceans and coasts to supplement feature articles, e.g.

- <https://twitter.com/jscarlton/status/766748295947399169>

We have one individual in the network who has volunteered to generate a series of six gifs portraying sea-level rise over time in select U.S. cities. Florida Sea Grant has also generated a gif and would be happy to provide a webinar or tip sheet how you can easily create them in Photoshop. These can be added to the page that we are helping Brooke Carney set up on the national site compiling resources about the topic of healthy coastal habitats.

ENGAGEMENT WITH NATIONAL SEA GRANT

Materials will be made available at seagrant.noaa.gov/50thanniversary. Also the national office will share daily posts and stories via social media and email reminders from Brooke.