Sea Grant 50th Anniversary

December Communications Plan: Sustainable Development

Key communications tools

- Key messages and metrics
- Prezi online presentation. This visually engaging tour across the U.S. was produced by Maryland Sea Grant. The presentation can be embedded in or linked to from the websites of state SG programs. It combines text, photos, and links to highlighted state SG programs showing how Sea Grant promotes sustainable development in different ways. Summary national figures are also included.
- One-page fact sheet
- Hashtags for social media
- Feature stories on NSGO website

Key messages about SG’s work in sustainable development

Sea Grant promotes sustainable development by helping coastal and Great Lakes communities preserve their natural resources and marine economies for future generations. We work in a variety of ways, including assisting communities to sustain and build:

- Resilience and adaptations to storm surges and other coastal hazards
- Healthy coastal ecosystems by improving water quality
- Jobs and businesses in aquaculture and seafood

Sea Grant programs advance progress in these areas by supporting research, education, extension, and outreach. For example, we advise local communities, planners, and leaders how to improve land use planning and collaborations with citizens.

Key metrics (national summary figures, 2016)

- 20,770 jobs created or sustained
- 534 communities implemented sustainable development practices / policies
- 4,033 resource managers used ecosystem-based management tools
- 40,243 fishers adopted responsible harvesting techniques

Prezi – instructions for displaying online

Here are two ways to share this online Prezi presentation with your online readers.
Link: You can link directly to it on Prezi’s website (which resembles YouTube’s user interface) using this link:


Embed code: You can embed the Prezi presentation on a webpage on your program’s website using this embed code:

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<iframe id="iframe_container" frameborder="0" webkitallowfullscreen="" mozallowfullscreen="" allowfullscreen="" width="550" height="400"
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=0&amp;autoplay=0&amp;autohide_controls=0&amp;landing_data=bHVZZmNaNDBIW
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The default size of the presentation is 550 by 400 pixels. You may customize the size by going to the Prezi link above and selecting the 'Embed' button.

If you use the embed code, some explanatory instructions that automatically appear under the presentation on the Prezi website won’t appear with the embed on your website. So you might want to paste these instructions under the embedded presentation: "For best viewing, expand to full-screen view. Click on the arrow to follow the tour."

Thanks to Jenna Clark of Maryland Sea Grant for creating this presentation in Prezi.

Hashtags for social media

#SustainableDevelopment
#LandUsePlanning (or #landuse #planning )
#green
#resilience

One-page fact sheet

Attached. Graphic design by Brooke Carney, National Sea Grant Office.

December Theme Team

Jeff Brainard, Maryland (co-chair) brainard@mdsg.umd.edu
Cindy Knapman, Hawaii (co-chair) Fredrika Moser, Maryland
Brooke Carney, NSGO Kara Salazar, Illinois-Indiana
Melissa Daigle, Louisiana Elissa Schuett, Lake Champlain
Diana Hackenburg, North Carolina Marie Thoms, Minnesota