

Sea Grant National Communications Strategy – 2019 Update

Introduction

Within Sea Grant, communicators play integral and multifaceted roles focused on amplifying Sea Grant's brand, educating the public, supporting the integrated functions of research, extension, and education, and serving as advisors to Sea Grant directors and other professionals on best practices in communication. Collectively, these efforts greatly contribute to the success of the National Sea Grant College Program (Sea Grant).

The size, structure, geographic spread, and diverse portfolio of Sea Grant requires that the communications functions be well-coordinated and strategic in order to maximize effectiveness. The Sea Grant communicators are part of a professional network that meets virtually each month and in person each year to share expertise, cross-train, and support one another's efforts. The Sea Grant Communications Network is led by the elected SGA Communications Network Chair and supported by the National Communications Coordinator in the National Sea Grant Office (NSGO). This document provides the national, NSGO-led complement to any local or regional communications strategies that individual programs may choose to develop. It does not represent any formal policy or plan. Rather, it is a working document to support efforts by all involved in Sea Grant communications.

Scope

This document includes a framework for national communications efforts by the NSGO. Additionally, it provides helpful information to all Sea Grant communicators, including social media best practices and details of communications campaigns planned for 2019.

It should be noted that efforts by the NSGO communications team are only one component of Sea Grant's overall communications and outreach portfolio. The Sea Grant Association (SGA) carries out external relations campaigns focused on Congress; the National Sea Grant Advisory Board (NSGAB) develops and shares biennial reports to Congress on the State of Sea Grant; and each of the 33 Sea Grant programs has a robust communications operation focused on strategic messaging to local, state, and/or regional audiences.

Purpose

This document serves as an update to and expansion of the 2016 Sea Grant National Communications Strategy. It builds on existing efforts and lessons learned through in-depth review of communications efforts from 2016-2018. It also takes into consideration the best practices from the 50th Anniversary campaign, the 2016 high-level Strengths, Weaknesses, Opportunities, and Threats (SWOT) exercise conducted by Sea Grant leadership, and previous

national communications strategies, including the 2015 West End report and the 2003 Whittman Plan. Finally, this document aligns with strategic communications goals of NOAA Office for Oceanic and Atmospheric Research as well as NOAA Public Affairs.

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Part One – National Communications Efforts by the NSGO team

Purposes: Sea Grant's national communications team aims to use available communications tools and techniques in order to:

1. Convey the value and impact of the National Sea Grant College Program;
2. Strengthen and enhance the efforts of Sea Grant through partnership development and retention;
3. Strengthen the brand and name recognition of Sea Grant; and
4. Contribute to an environmentally literate public

Capacity: Successful implementation of this plan requires adequate staff and training capacity within the NSGO, including:

1. Two or more dedicated communications staff;
2. Ongoing and frequent professional development for staff; and
3. Empowering and training for all National Sea Grant Office (NSGO) employees to be communicators and effectively carry the Sea Grant message.

Principles

Communications efforts by the NSGO abide by the following principles:

1. Sea Grant's work, including its communication efforts, is guided by the current Sea Grant National Strategic Plan, National Oceanic and Atmospheric Administration (NOAA) priorities, and Department of Commerce (DOC) strategic plan.
2. National Sea Grant communications shall meet or go beyond requirements to be accessible and compliant with the American Disabilities Act (Section 508 for federal programs) in digital and print communications.
3. Sea Grant communication efforts will play an important role in conveying the values of the Sea Grant program overall, including valuing a diverse, equitable, and inclusive program.
4. Sea Grant national communications efforts will balance the attention given to Sea Grant's four focus areas as well as across all regions of Sea Grant programs so that equal attention is given to highlighting the work of programs. For purposes of balancing communications, we use the following regions: Pacific (Alaska, Washington, Oregon, California, USC, Hawaii, Guam), Great Lakes (Minnesota, Wisconsin, Michigan, Illinois-Indiana, Ohio, Pennsylvania, Lake Champlain), Northeast (Maine, New Hampshire, MIT, Woods Hole, Connecticut, New York), Mid-Atlantic (New Jersey, Delaware, Maryland, Virginia, North Carolina, South Carolina), and Southeast, Caribbean, and Gulf of Mexico regions (Georgia, Puerto Rico, Florida, Mississippi-Alabama, Louisiana, Texas, Law Center).

Messaging

In general and when appropriate, all communications should connect to the following general messages about Sea Grant. A best practice when crafting specific messages is to ensure there is a clear connection to one or more of these messages.

1. **Mission:** Sea Grant's mission is to enhance the practical use and conservation of coastal, marine and Great Lakes resources in order to create a sustainable economy and environment.
2. **Vision:** Sea Grant envisions thriving coastal ecosystems and communities that are supported by an engaged public and informed decision-makers. (Draft vision statement presented to strategic planning steering committee.)
3. **Approach:** Sea Grant's three-part approach to accomplishing its mission is research, extension and education.
4. **Focus:** Sea Grant's four strategic focus areas are:
 - a. Healthy Coastal Ecosystems
 - b. Sustainable Fisheries and Aquaculture
 - c. Resilient Communities and Economies
 - d. Environmental Literacy and Workforce Development

Approach

The following sections provide a general framework that guides Sea Grant national communications. Each section provides details on who we want to reach (audience), what we want them to know (message), how we will reach them (methods), and how we will determine how effective we have been at reaching them (measure). Specific campaigns provide more detailed information for each of these frameworks and can be found in the appendices to this document. Additionally, the editorial calendar provides a schedule and indication of the level of effort for this general framework.

Audience: Colleagues, peers, leadership within NOAA and in other federal agencies

Message(s): 1) Sea Grant's work has positive impacts to society, including advances in scientific understanding, application of useful science to solve problems, economic benefits, and benefits related to education and workforce training. 2) Sea Grant is an important program to partner with when addressing local issues. 3) Sea Grant is a prudent steward of taxpayer dollars.

Methods: Sea Grant e-newsletters and other constituent messages; in-person presentations and meetings; partnering and tagging each other on web and social media campaigns; printed fact and summary sheets; participation in conferences and other professional meetings; internal reporting, briefing, and coordination of communications efforts

Measure: Use alignment with NSGO partnership framework, currently in development, to determine successes and ways to improve engagement.

Audience: Congress

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Message(s): 1) Sea Grant is a smart investment in the nation's coastal and Great Lakes economies. 2) Sea Grant research, extension and education results in positive, tangible impacts in the communities where it works.

Methods: In-person meetings; written summaries in the form of fact sheets; one-page summaries; responses to specific requests for information; website content; social media content (especially Twitter); send early notice of impact stories to NOAA legislative affairs team to share with appropriate Members; relay information about events happening around network to NOAA legislative affairs for potential local engagements by Members

Measure: Positive Congressional support of Sea Grant in terms of appropriations, legislation focused on Sea Grant activities, and interest in Knauss fellowship program

Audience: Communities that currently or could potentially benefit from Sea Grant's work

Message(s): Sea Grant funds science and employs extension agents/educators who help you and your community stay employed, become more resilient, and have a healthy thriving local economy and environment.

Methods: Highlight local efforts through e-newsletters, website content, and social media; support Sea Grant communicators throughout the network at local events and outreach efforts as appropriate

Measure: Website traffic; shift in social media reach over time; shift in audience for e-newsletter over time

Audience: Non-profit and non-governmental organizations, including industry-focused organizations, with complementary missions

Message(s): Sea Grant works with non-governmental organizations (NGOs) to reach common goals related to the missions of both organizations.

Methods: Highlights on social media platforms appropriate to the organization; highlights in Sea Grant constituent newsletters; promoting partnership efforts and events through appropriate channels

Measures: tags and mentions by non-profits and NGO partners on social media

Audience: Academic institutions and the scientific community, both affiliated and non-affiliated with Sea Grant

February 2019

Message(s): 1) Sea Grant's ability to be nimble and responsive allows it to apply resources to emerging and challenging issues. 2) Sea Grant provides opportunities for students and early career scientists to advance their career and work. 3) Sea Grant's investments in research, extension and education are strategic and lead to impacts beyond that which Sea Grant is directly involved in over time.

Methods: presentations and participation in professional meetings and conferences; Sea Grant authors/collaborators/funded investigators in scientific literature; social media (especially Twitter); website content; presence in partner communication vehicles

Measure: Number of proposals received to various RFPs, engagement at professional meetings

Audience: Students

Message(s): Sea Grant provides funding and opportunities for rich learning experiences to students at all levels. Sea Grant helps launch careers in many coastal and Great Lakes fields.

Methods: Social media (especially Instagram); website content; targeted outreach to universities; outreach booths and fairs

Measure: number of students applying to Sea Grant opportunities, diversity of schools represented in applicant pools

Audience: Public sector professional groups (i.e. American Planning Association, Int'l County Management Association)

Message(s): Sea Grant provides tools and resources that these organizations find useful.

Methods: Social media; participation in professional meetings and events; e-newsletters; project partnerships

Measure: Number of times one or more professional organizations highlight Sea Grant in their own efforts or communications

Audience: Interested public

Message(s): See general messages above

Methods: Social media (all platforms); website content; e-newsletters; public outreach events

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Measure: Increased reach and engagement on website and social media platforms

Part Two – Support of Network Communications Efforts by NSGO

Purpose: To provide a framework for the NSGO to support Sea Grant communicators in meaningful ways.

Approach: This section is structured around two goals for supporting of the Sea Grant communicators' network.

Goal: The Sea Grant Network uses best practices to communicate both internally and externally and presents itself in a professional manner that conveys excellence and unification across the Network.

Methods:

- Ensure new communicators have resources needed to actively participate and benefit from national communications efforts
- Provide frequent updates to communicators about opportunities and requests for showcasing their programs' work via national channels
- Support the SGA communications network chair as needed
- Provide and/or facilitate trainings and/or discussions at annual meetings of Sea Grant communicators as needed

Goal: Sea Grant programs receive national attention for localized mission-based efforts.

Methods:

- Provide structure, reminders and opportunities via the national editorial calendar
- Provide added exposure to local program efforts on social media
- Provide exposure in the Sea Grant Monthly e-newsletter
- Work with communicators throughout the Sea Grant Network to identify stories for all approaches named in chapter one of this plan.

Metric: Sea Grant communicators are satisfied with their ability to participate in national communications campaigns and that their program's work is highlighted through national channels (survey)

Part Three – Social Media Use

Social media is an integral part of any successful national communications operation. Approximately [80%](#) of the U.S. population uses social media in some way to engage with friends, get news, or learn new information. Because social media platforms reach different audiences, a program should choose the platforms it uses as part of its overall communications effort based on the intended audiences.

The National Sea Grant Communications Team uses the following social media platforms to reach its audiences:

External audiences: Twitter, Instagram, Facebook, Pinterest, LinkedIn

Internal/Elective Audiences: Constant Contact, Basecamp, GoTo Meeting and Webinar, NOAA OAR Weekly

Policy

As part of NOAA and the Department of Commerce, the NSGO, including the Communications Team, is required to follow the Department of Commerce Policy on the Approval and Use of Social Media and Web 2.0 (2016) for all web and social media activities. This policy includes direction to comply with the Hatch Act and Section 508 of the Americans with Disabilities Act. The NOAA Social Media Policy (2014) also provides additional information to inform appropriate use of social media in an official capacity.

University-based Sea Grant programs are encouraged to also follow this policy, but should refer to their program administration, whether that be a university or state government, on the policies that apply to their efforts.

Comment Policy

Sea Grant does not have a unique social media commenting policy. Instead, the NSGO has adopted the social media policy of [NOAA Fisheries](#) for national Sea Grant social media platforms.

Rules of Engagement

1. All social media posts should be accurate and factual. We are a science-based program; the public does not fund us to hear our individual opinions.
2. Unless specifically noted, posts should be in the voice of the Sea Grant program and/or account to which the user is posting. Exceptions include specified “takeovers” by individual professionals.
3. All content should follow copyright laws. Social media users should understand the details of copyright laws and Creative Commons.

4. Confidential and/or proprietary content should not be shared on any Sea Grant social media platform.
5. To the greatest extent practical, all content should link to or be referenced on a publicly run website. That is, a third party social media account should not be the only place the public can find the content shared.
6. Repost and share carefully, including checking all sources connected to a post. Ensure the root information is credible and non-political in nature.

Best Practices

1. Before posting, review, review, and review again. Typos, awkward wording, or misinformation do nothing for our mission of informing the public about Sea Grant's work.
2. Engage with your audience in a positive, respectful and factual way. Follow up on comments and other engagements in a timely fashion. Arguments on social media are unhelpful.
3. Own your mistakes. If you make a mistake, acknowledge it and post a follow-up correction. Trying to cover up mistakes is not the best route - everything is permanent on the internet.
4. Use visuals to make your posts appealing. A picture speaks 1,000 words, and on social media it might speak 100,000. A video may speak even more depending on the platform and post.
5. Humor is OK, but should be used with care. Humor can be a great tool to connect with your audience about topics that can be somewhat dry. Use humor within factual posts and be open to posts that are just for fun (#DogsofSeaGrant). As mentioned previously, use humor in a way that is good-spirited and positive.
6. Take advantage of existing national and global campaigns. This allows you to join conversations outside your normal audiences.
7. Develop unique campaigns that allow you to tell a larger story than what can be effectively conveyed in one post.
8. Use the analytics tools available within each social media platform as well as through third-party sources to understand your audience and how your content performs. Depending on the platform, time of day, day of the week, length of the post, subject matter, frequency of posting, and the method of posting can all impact the ability of your post to effectively connect with your audience.

Part Four – Editorial Calendar and Planned Campaigns

Approach: This section provides timing and details of some of the national communications efforts and campaigns. It allows for communicators in both the NSGO and each of the Sea Grant programs to begin planning, writing and developing products associated with this calendar. This higher level of planning among the communicators is in response to requests from Sea Grant communicators. See appendices for campaigns and efforts.

Evergreen Hashtags

- #SeaGrantFunded
- #WhySeaGrant
- #SeaGrantResearch
- #SeaGrantSeafood

Monthly/Periodic Activities

- Ongoing: Stories and features about the positive impacts of Sea Grant's work
- #MySGStory/#TuesdayTakeovers
- Partner spotlights in newsletter and on social media using #FollowFriday/#FF
- Postcards from the Field highlighting work from across the network to our newsletter recipients
- E-newsletters
- For #ThrowbackThursday, reposts of #SeaGrantRewind and #31daysofSeaGrant (or other older, cool things)

2019 Editorial Calendar

The list below is general and does not represent every story or product planned for 2019. For more detailed information, see the web-based "[Web Stories Calendar](#)" document. Additionally, please refer to appendices for details of standalone campaigns.

January

- **Research Impact:** Invasive Species (synthesis web story with Q and A from scientist(s))
- Bring back "**K to Gray**" young to old education theme from 50th anniversary - one to two feature stories from a Sea Grant program (or several programs if there is a theme to be found)
- Diversity/inclusiveness message/story
- Highlight: Local knowledge and coastal management

February

- **Best of Sea Grant** month - This is the time of year when we focus on straightforward, program level stats and stories targeted either directly or indirectly at Congressional and

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related audiences. (Campaign details to build on 2016 and 2017 efforts, exact plans TBD, heavy emphasis on social media)

- National Invasive Species Awareness Week
- **Research Impact:** Social Science (synthesis web story with Q and A from one or more social scientists; See appendix for campaign details)
- February 14: Partnership support of NOAA National Estuarine Research Reserve System's **#Iheartestuaries** social media campaign
- Celebrate 40 years of Knauss fellowship
- African American History Month - post and/or story
- Diversity/inclusiveness message/story

March

- **Women's Month** #WomenofSeaGrant
 - Web story from one or more programs on #WomenofSeaGrant
- Research Impact: Aquaculture (web story, Q and A from scientist or extension professional)
- World Aquaculture Meeting (March 7-11, 2019)
- World Water Day

April

- Theme: **workforce development**
- April 14: **Citizen Science Day** (#CitSciDay)
- Diversity/inclusiveness message/story
- April 22: Earth Day

May

- May 1: Law Day (highlight SG Law Center and/or legal program)
- National Hurricane Preparedness Week (#HurricaneStrong/#HurricanePrep)
- May 30: World Otter Day (#WorldOtterDay)
- Asian Pacific Heritage Month

June

- Rip current awareness month
- Sea Grant theme for month: Coastal Tourism
- National Boating and Fishing Week (#NationalBoatingAndFishingWeek)
- June 8: World Oceans Day (#WorldOceansDay)
- June 16: World Sea Turtle Day (#SeaTurtleDay)
- Announce Knauss Finalists; Celebrate 40 years of Knauss fellowship
- LGBTQ Pride month

July

- Shark Week (#SharkWeek)
- National Marine Educators Association Annual Meeting
- Theme of month: Water resources... 2018 analysis found that most of Sea Grant research funding goes to some aspect of water quality

August

- Back to School (#BackToSchoolNOAA) - Education focus

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- Announce NMFS-SG Fellows
- August 5: National Oyster Day (#NationalOysterDay)
- August 26: National Dog Day (#DogsofSeaGrant)

September

- National Preparedness Month (#NatlPrep)
- Estuaries Week
- National Hispanic Heritage Month

October

- National Seafood Month (#SeafoodMonth)
- Aquaculture Week (#AquacultureWeek)
- Announce Aquaculture grants
- #ThrowbackThursday to 50th or creation of program - Happy 53rd birthday to Sea Grant!
- National Disability Employment Awareness Month

November

- Coastal and Estuarine Research Federation (CERF) annual meeting
- Announce 2020 FFOs (e.g., Knauss, NMFS-SG fellows, etc.)
- American Indian and Alaska Native Heritage Month - post, e-newsletter highlight
- November 20: GIS Day

December

- Research Impact:

Appendices

Appendix A: Specific calls for communications support or activities in the 2018 Sea Grant Network Visioning documents

Appendix B – Aquaculture Communications Strategy (Ongoing)

Appendix C – Campaign Details: Sea Grant Research Impacts (Ongoing)

Appendix D – Campaign Details: National Seafood Month (October)

Appendix E – Campaign Details: Preparedness Month (September)

Appendix F – Campaign Details: National Oyster Day (August 5)

Appendix G – Campaign Details: #MySGstory (Monthly, ongoing)

Appendix H – Campaign Details: Knauss 40th Campaign (all year)

Appendix A: Specific calls for communications support or activities in the 2018 Sea Grant Network Visioning documents

Communicators are encouraged to read over the full documents to understand context and note other actions that include communications components.

Water Resources

- Produce outreach material on current surface water and groundwater issues.
- Provide media with information on current water quality and quantity data and issues.
- Develop organized marketing and educational campaigns, utilizing a variety of communications tools (e.g., social media) to provide scientifically based information about the importance of understanding and acting on challenges.
- Conduct research and developing messaging and outreach about interconnections among water-related ecosystem services that are water-dependent (e.g., drinking water, food, recreation, water purification, flood management, etc.).
- Sea Grant will direct programmatic investment in extension, research, education, and communications capacity focusing on water resources at the national, regional, and state level to increase collaborative, transdisciplinary successes that help communities prepare for and respond to water issues.

Community Response to Flooding

- Provide training for Extension and program staff on best methods for risk communication practices, and where appropriate, how to work with constituents who disagree with science.
- Incorporate good communication and solutions-focused risk communication practices in all training efforts and education programs.
- Utilize Sea Grant communicators to tell success stories about how Sea Grant has assisted communities in protecting their built infrastructure from the impacts of flooding and developing new infrastructure that is resilient to flood impacts or decreases flood risk.

Coastal Tourism

- No specific actions; incorporate into stories and communications efforts.

Integrated Fisheries, Aquaculture, and Seafood

- Work with SG communicators to develop messages and stories about Sea Grant's work in collaborative research and associated impacts with communicators including the relevancy of science and highlight trustworthiness of science.
- Increase communications and media relations highlighting Sea Grant activities and resources. Develop consistent communication about the value of the network and its research, outreach, and education efforts nationwide to build trust and recognition.

Diversity, Equity, and Inclusion

- SG CoP creates communication products (e.g. infographic one-pagers) explaining the importance of DEI to SG network.
- In coordination with SG programs, NSGO clearly communicates broadening participation practices within Sea Grant.
- NSGO develops a publicly accessible webpage on its website that highlights Sea Grant's broadening participation efforts, and facilitates broad dissemination of information. For example, see NSF's broadening participation portfolio: https://www.nsf.gov/od/broadeningparticipation/bp_portfolio_dynamic.jsp
- SG program develop communication products to raise awareness of coastal and marine STEM career pathways to UU communities.

Traditional and Local Knowledge

- Raise the visibility of TLK with intentional programming and communication products.

Aquaculture Communications Strategy

The entire document focuses on communications efforts, both internally and externally. See document on Inside Sea Grant. The NSGO plans to hire a ½ time communications specialist to focus on aquaculture in 2019. Additionally, NSGO is coordinating with the Sea Grant Aquaculture Liaison on priorities for implementation.

Environmental Literacy

- No specific actions; incorporate into stories and communications efforts.

Weather and Climate

- Develop, deploy, and adapt a communication and engagement strategy that maximizes the two-way flow of decision-relevant information between scientists and decision-makers to fill gaps identified in the gap analysis, including how to develop relationships with the rapidly growing private weather and climate industry.

Community and Citizen Science

- Compile CS success stories and communicate these. Next Step: Success stories are currently being collected from CS Network members. CS Network member and Louisiana Sea Grant Communicator Dani Dilullo will provide direction on approaches for communicating these.
- Provide CS program materials in formats available and accessible to diverse audiences (language, ADA, etc). Next Step: Sea Grant CS Network members work with Sea Grant Communicators Network to identify opportunities for sharing resources and expertise to make CS program materials accessible, inclusive and equitable across the Sea Grant Network.

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Appendix B: Aquaculture Communications Strategy

Access on Inside Sea Grant:

https://seagrants.noaa.gov/Portals/1/Aquaculture%20Communications%20Strategy_FINAL.pdf

Appendix C: Campaign Details: Communicating Research Impacts

The Sea Grant Communicating Research Impacts (RI) campaign is part of a larger effort to improve the way we communicate about Sea Grant research at the national level. The RI campaign was started to quantify the impact of Sea Grant's over 50 years of research funding.

Goals: 1) Communicate Sea Grant's contributions to advancing scientific research and careers, 2) Promote findings of the Sea Grant Research Impact Team's work.

Key Messages:

1. For over 50 years, the National Sea Grant College Program has supported researchers pursuing novel and influential studies in disciplines ranging across both natural and social sciences.
2. Sea Grant helps identify and solve problems facing coastal communities and invests in research that results in societal and technological changes.
3. Sea Grant investment in research has substantial impacts on scientific understanding and advancement of disciplines.
4. Sea Grant support helps launch and develop careers of scientists.

Audiences: Internal Sea Grant; internal NOAA; early- and mid-career researchers; scientific societies (e.g., American Geophysical Union, Association for the Sciences of Limnology and Oceanography), partners, interested public

Timing: TBD; start will coincide with release of Sea Grant Research Impact article

Products:

- Web story announcing RI Team article
- OAR Hot Item
- Monthly synthesis stories about research topic areas in which Sea Grant has played a large role in advancing the field (e.g., Harmful Algal Blooms, Invasive Species, Aquaculture, Social Science)
- Q and A interviews with Sea Grant-funded researchers
- Lay summaries of articles that have been identified as highly-cited by the RI Team
- Researcher highlights (i.e., researchers whose careers were jump-started by Sea Grant funding)
- Research partner features (for #FollowFriday/#FF on social media)
- #ThrowbackThursday posts of Sea Grant funded work published pre-2000

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- One-page fact sheet (i.e., an overview of Sea Grant's research impact)
- Photo tiles with research impact stats (e.g., number of publications, citations, etc.) and key messages
- Slides and talking points that can be used in Sea Grant presentations given by NSGO staff, program directors
- Poster that can be taken to conferences → national level template that could be modified by each program

Actions:

- Information added to <http://seagrant.noaa.gov/research>
- E-blast to Sea Grant newsletter distribution list (i.e., Constant Contact)
- Use of social media (i.e., Twitter, Facebook, Instagram)
- Ask NOAA and University partners to promote social media posts, provide communications products (e.g., infographics)
- Targeted email to Sea Grant communicators asking for assistance in promoting social media posts during roll-out campaign and providing links to communication products

Appendix D: Campaign Details: National Seafood Month (October)

Goals: 1) Communicate the impacts of Sea Grant's work to advance sustainable domestic fisheries and aquaculture. 2) Announce recipients of Sea Grant aquaculture grants

Timing: National Seafood Month takes place throughout the month of October. Aquaculture Week was October 15-19 in 2018.

Audiences: Sea Grant partners, industry professionals, interested members of government, seafood consumers

2018 Actions:

- Four weekly themes: Fisheries and People, Seafood Safety, Aquaculture 101, Science and Seafood, Bon Appetit! (eating seafood)
- Develop four Adobe Spark features for weekly themes, promote on social media, house on website as news story and embedded on <https://seagrant.noaa.gov/Our-Work/SFA>
- One or more social media posts each day highlighting a different Sea Grant seafood story around the country (use map infographic to highlight specific areas)
- All social media posts use hashtag #SeaGrantSeafood and #SeafoodMonth
- Monthly newsletter focuses on seafood
- Web story to kick off month:
<https://seagrant.noaa.gov/News/Article/ArtMID/1660/ArticleID/2698/Shell-abrating-all-things-seafood-at-SeaFeast>

Appendix F: Campaign Details: National Oyster Day (August 5)

[2018 Oyster Day Posts](#)

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Goal: Communicate the impacts of Sea Grant's work to advance sustainable domestic oyster aquaculture and more generally promote the consumption of oysters

Timing: #NationalOysterDay fell on a Sunday in 2018, so we began our campaign on the preceding Friday (August 3) and posted throughout the weekend.

2018 Actions:

- Created an Adobe Spark feature highlighting Sea Grant oyster work: <https://seagrant.noaa.gov/oysters>
- Let SG Communicators Network know about NSGO's campaign in the monthly email update and asked for their participation by sharing research, photos, recipes, etc. using hashtag #SeaGrantOysters
- Created and posted content for the four Sea Grant social media channels (Instagram, Facebook, Twitter, and Pinterest)
- Sent individuals on our monthly newsletter email list a Postcard from the Field highlighting Sea Grant's oyster fellowship program

Appendix E: Campaign Details: Preparedness Month (September)

[National Preparedness Month \(NPM\)](#), recognized each September by the Department of Homeland Security, provides an opportunity to talk about and promote the work Sea Grant programs do to help coastal communities prepare for hazards.

The 2018 theme was "Disasters Happen. Prepare Now. Learn How." During 2018, NSGO updated the National Sea Grant Program's [Summary of Resources](#) web story originally published in 2017, developed social media posts for Twitter, Facebook, and Instagram and a Postcard from the Field highlighting Sea Grant programs' community level stories of preparedness, and promoted social media posts from agency partners (e.g., FEMA, National Weather Service).

*There is also a [National Hurricane Preparedness Week](#) in May spearheaded by the National Weather Service.

Appendix G: Campaign Details: #MySGStory (Monthly, ongoing)

[#MySGStory examples on Twitter](#)

The #MySGStory campaign is based on rotating Twitter accounts like @realscientists where an individual "takes over" the account for a week to share their experiences in science. For #MySGStory, this involves a Sea Grant-associated individual "taking over" the National Sea Grant social media feeds for 1-2 days by tweeting/posting 5-7 posts per day about their background and involvement in Sea Grant.

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Anyone involved in the Sea Grant network - faculty and staff (state-level and NSGO), SG-funded PIs at universities, grad students working on SG-funded research, and current or past SG fellows. No matter their role, their #MySGStory takeover should focus on their involvement with Sea Grant. Topics generally covered include how the individual got involved with Sea Grant (e.g., educational background, life experiences) and what the individual currently does for/with Sea Grant (e.g., current position, exciting projects).

Those interested in doing a #MySGStory can sign up via [Google Form](#). If selected to do a takeover, they will work with the communications teams of both the NSGO and their associated state Sea Grant program to develop a plan for the take-over, including:

- Developing visuals (e.g., creating a schedule/flyer that features their picture and what they plan to talk about on each day of their takeover)
- Brainstorming ideas for and writing tweets/posts (we aim for 5-7 tweets per day of the take-over) with visuals for each post.

Appendix H: Campaign Details: Knauss 40th Campaign (all year; launch in January)

The Sea Grant Knauss Fellowship will celebrate its 40th anniversary in 2019. To commemorate the milestone, Sea Grant is planning an anniversary campaign.

Goals: 1) Raise awareness of the Knauss fellowship program among target audiences; 2) Demonstrate positive impacts of the Knauss fellowship program to target audiences; 3) Increase number and diversity of prospective fellows

Audiences: Potential fellows; Past, existing and potential host offices in the executive branch; Past, existing and potential host offices in the legislative branch; Fellowship alumni; Sea Grant programs and partners

Timeline

- Summer – Fall 2018: Campaign planning
- Fall 2018: Recruitment of 2020 begins
- Winter 2019: Launch
- Winter 2019: Outreach to alumni to update records
- January 2019: 40th class starts
- March 2019: Knauss reception in DC
- Fall 2019: Recruitment of the 2021 class begins

Tactics

- Share web analytics with committee for baseline
- Pre-campaign launch: Provide Sea Grant programs and Knauss alumni with basic info about Knauss program
 - History, stats, high profile alumni, example stories
- Highlight fellowship alumni

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- Demonstrate how Knauss fellowship has been instrumental in careers of minority students
- Work with SGA to launch Knauss alumni association
 - Give alumni language about Sea Grant and the Knauss program... for responses to university alumni programs
- Social media
 - to connect with alumni (Linked In, Twitter)
 - To connect with prospective fellows (Instagram)
- Write and publish article: high profile review of 40 years of Sea Grant Knauss fellowship; include info on early alumni, early host offices, etc
- Develop video template for current fellows and alumni to tell their story
 - Jen's student video for recruitment
 - Katie and Brooke video - give instructions to alumni on how to submit a video
 - How do you pronounce "Knauss"? Video
 - Maybe one that shows time lapse photography sequence of a day in the life around capitol hill
 - Other humorous videos to highlight the fellowship?
- Web language to highlight positive impacts of leg and exec fellows for their offices; accomplishments for offices during fellowships
- Working with SGA, develop tools for targeted outreach to Hill
- Feature articles on national and individual program websites about Knauss program, anniversary, alumni features, etc

Measures of Success

Focus on recruitment of 41st and 42nd classes, compare with previous application data (quantities, new schools represented, etc)

- Analyze past and present universities represented in fellows and applicants
 - Increases? shifts?
 - ID trends, set goals, establish ways to meet
- Look at patterns of interested host offices