

An underwater photograph of a coral reef. The foreground is filled with vibrant, colorful coral in shades of red, orange, and yellow. Numerous small, dark fish are swimming in the clear blue water above the reef. The background shows more coral and fish, creating a sense of depth.

UNITED NATIONS
WORLD
OCEANS
DAY 2022

Revitalization

Collective Action for the Ocean

MARKETING TOOLKIT

United Nations World Oceans Day

Social Media Toolkit

Thank you for being a valued supporter of the United Nations World Oceans Day, taking place on Wednesday, June 8th!

As the past years have shown us, we need to work together to create a new balance with the ocean that no longer depletes its bounty but instead restores its vibrancy and brings it new life.

This year's theme, ***Revitalization: Collective Action for the Ocean***, will shed light on the communities, ideas, and solutions that are working together to protect and revitalize the ocean as well as everything it sustains.

We will hear from thought-leaders, celebrities, institutional partners, community voices, entrepreneurs, and cross-industry experts as they delve into key topics and work to both inspire and ignite collaborative change.

Hosted by the United Nations Division for Ocean Affairs and the Law of the Sea, Office of Legal Affairs, with the generous contribution of Oceanic Global which is made possible by La Mer.

Contents

In this Marketing Toolkit, you will find a variety of assets to support the mission of UN World Oceans Day and to amplify the 8 June event on your own social media platforms, including downloadable graphics, UN-approved language, and suggested times/dates to post.

The toolkit includes:

- Official UN World Oceans Day Logos
- Key Marketing Dates
- #RevitalizeTheOcean Social Media Campaign Toolkit
- 2022 Theme Announcement
- General Social Media Posts
- Screening Guide
- Invitation Teaser Video
- Announcement Video (*Coming Soon*)
- Infographics

* This toolkit will be updated regularly as more visual assets become available.

*Assets cannot be modified in any way (e.g., cropping, adding logos, etc).

Official UN WOD Instagram Account:

[@UNWorldOceansDay](https://www.instagram.com/UNWorldOceansDay) is the official account of this activation.

Please do not use @worldoceansday.

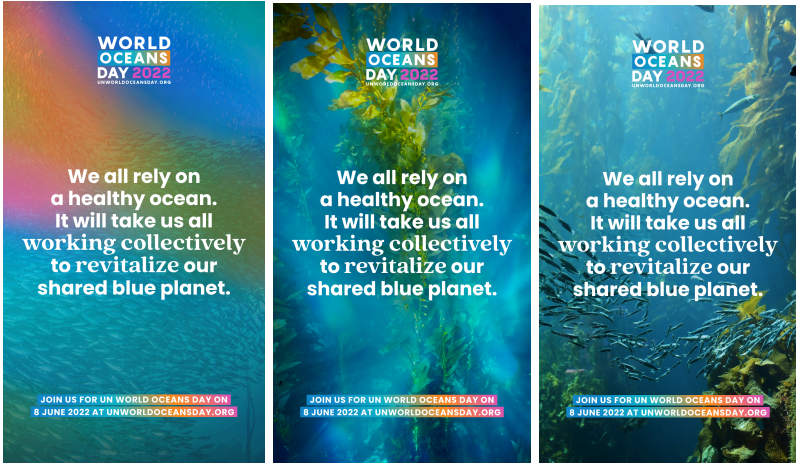
RSVP / Event Link: <https://unworldoceansday.org/2022>


For any Marketing questions, please contact leahtanner@oceanic.global

OFFICIAL UN WORLD OCEANS DAY LOGOS	
<p>Feel free to use these logos on any UN World Oceans Day promotional assets</p> <p>Usage Guidelines Here</p>	
NAVY TEXT [DOWNLOAD HERE]	WHITE TEXT [DOWNLOAD HERE]


UN WORLD OCEANS DAY KEY MARKETING DATES
ACCESS CALENDAR HERE

GENERAL SOCIAL MEDIA POSTS	
<p>Feel free to share these on social media anytime!</p>	
<p>POST PREVIEW</p> <p>[DOWNLOAD HERE]</p>	

<p>STORY PREVIEW</p> <p>[DOWNLOAD HERE]</p>	
<p>SWIPE UP LINK</p>	<p>https://unworldoceansday.org/un-world-oceans-day-2022/</p>

<p>OFFICIAL UN WORLD OCEANS DAY SCREENING GUIDE</p>	
<p>If you would like to host a screening of UN World Oceans Day, please find instructions and tools here.</p>	
<p>GUIDE PREVIEW</p> <p>[DOWNLOAD HERE]</p>	


<p>OFFICIAL ANNOUNCEMENT VIDEO</p>	
<p>These assets are live, post anytime</p>	

<p>GRAPHIC PREVIEW</p> <p>[REPOST HERE]</p> <p>[DOWNLOAD HERE]</p> <p>[WATCH ON YOUTUBE]</p>	
<p>SUGGESTED CAPTION</p>	<p>Tag @unworldoceansday in the first image [Options to also tag event partners in any of the images: @undoalos, @oceanic.global, @ioc_unesco, @lamer, @unitednations]</p> <p>Join us and the United Nations World Oceans Day 2022 on 8 June 2022, celebrating the theme "Revitalization: Collective Action For The Ocean" ⚡</p> <p>The ocean connects, sustains, and supports us all—but its health is at a tipping point. As the past years have shown us, we need to work together to create a new balance with the ocean that no longer depletes its bounty but instead restores its vibrancy and brings it new life.</p> <p>The event will highlight the communities, ideas, and solutions that are working together to revitalize the ocean and everything it sustains. Hear from thought leaders, celebrities, community voices, private sector and cross-industry experts, and ocean managers to discover how we can ignite collaborative change for the ocean and all that it sustains.</p> <p>🔗 Link in bio: RSVP for the free, digital event streaming from 10AM–1:30PM EDT at UNWorldOceansDay.org on 8 June 2022! Hosted by @undoalos, with the generous contribution of @oceanic.global, which is made possible by @lamer.</p> <p>This film is narrated by Supermodel and Sustainability Advocate, @ambervalletta, who will be the host of this year's event, Youth Climate Activist, @xiyebeara, and Marine Biologist, @sheenatalma, who will be speaking this year's event. #UNWorldOceansDay #RevitalizeTheOcean #WorldOceansDay</p>
<p>SWIPE UP LINK</p>	<p>https://unworldoceansday.org/2022</p>

2022 THEME ANNOUNCEMENT


These assets are live, post anytime	
<p>GRAPHIC PREVIEW</p> <p>[REPOST HERE]</p> <p>[DOWNLOAD HERE]</p>	
<p>SUGGESTED CAPTION</p>	<p>Tag @unworldoceansday in the first image [Options to also tag event partners in any of the images: @undoalos, @oceanic.global, @ioc_unesco, @lamer, @unitednations]</p> <p>The ocean connects, sustains, and supports us all—but its health is at a tipping point. As the past years have shown us, we need to work together to create a new balance with the ocean that no longer depletes its bounty but instead restores its vibrancy and brings it new life. Revitalization is the goal, collective action is how we'll make it happen.</p> <p>Join [insert organization name] virtually on 8 June 2022 as we tune in for @unworldoceansday to learn about the communities, ideas, and solutions that are working together to protect and revitalize the ocean and everything it sustains.</p> <p>Visit UNWorldOceansDay.org or @unworldoceansday to RSVP for the virtual event!</p> <p>Hosted by @undoalos, with the generous contribution of @oceanic.global which is made possible by @lamer.</p>
<p>SWIPE UP LINK</p>	<p>https://unworldoceansday.org/un-world-oceans-day-2022/</p>

SAVE THE DATE
These assets are live, post anytime

<p>GRAPHIC PREVIEW</p> <p>[REPOST HERE]</p> <p>[DOWNLOAD HERE]</p>	 <p><i>*Place the Link sticker in the blue box on the Instagram Story</i></p>
<p>SUGGESTED CAPTION</p>	<p>Tag @unworldoceansday in the first image [Options to also tag event partners in any of the images: @undoalos, @oceanic.global, @ioc_unesco, @lamer, @unitednations]</p> <p>SAVE THE DATE! 8 JUNE 2022 ⚡</p> <p>Join @unworldoceansday virtually on June 8th to learn more about the communities, ideas, and solutions that are working together to protect and revitalize the ocean and everything it sustains.</p> <p>Hear from thought-leaders, celebrities, community voices, private sector and cross-industry experts, and ocean managers to inspire and ignite collaborative change.</p> <p>📅 This year's hybrid celebration of #UNWorldOceansDay will be live broadcasted from 10AM-1:30PM EDT on Wednesday, June 8th at UNWorldOceansDay.org.</p> <p>📅 RSVP and add the virtual event to your calendar at unworldoceansday.org (linked in our bio!)</p> <p>Hosted by @undoalos, with the generous contribution of @oceanic.global which is made possible by @lamer. #RevitalizeTheOcean</p>
<p>SWIPE UP LINK</p>	<p>https://unworldoceansday.org/2022</p>


SAVE THE DATE TEASER VIDEO


These assets are live, post anytime

<p>GRAPHIC PREVIEW</p> <p>[REPOST HERE]</p> <p>[DOWNLOAD HERE]</p>	
<p>SUGGESTED CAPTION</p>	<p>Tag @unworldoceansday in the first image [Options to also tag event partners in any of the images: @undoalos, @oceanic.global, @ioc_unesco, @lamer, @unitednations]</p> <p>SAVE THE DATE! 8 JUNE 2022 ⚡</p> <p>Join @unworldoceansday virtually on 8 June to celebrate and learn from the communities, ideas, and solutions working together to protect and revitalize the ocean and everything it sustains.</p> <p>⚡ Visit UNWorldOceansDay.org for the 2022 speaker lineup and to RSVP for the free virtual event streaming on Wednesday, June 8th from 10AM-1:30PM EDT.</p> <p>#UNWorldOceansDay is hosted by @undoalos, with the generous contribution of @oceanic.global which is made possible by @lamer.</p>
<p>SWIPE UP LINK</p>	<p>https://unworldoceansday.org/2022</p>

COLLECTIVE ACTION INFOGRAPHIC

These assets are live, post anytime



<p>GRAPHIC PREVIEW</p> <p>[REPOST HERE]</p> <p>[DOWNLOAD HERE]</p>	
<p>TAG</p>	<p>Tag @UNWorldOceansDay in all static/story posts</p>
<p>SUGGESTED CAPTION</p>	<p>It is critical that all perspectives are brought to the table and diverse approaches are explored so that revitalization efforts can complement and amplify each other.</p> <p>This year's World Oceans Day is an opportunity to celebrate the various ways that communities are working together—through robust networks of decision-makers, practitioners, professional associations, cross-sector coalitions, and beyond—to revitalize the ocean.</p> <p>Join us on 8 June 2022 to learn about the communities, ideas, and solutions that are working together to protect and revitalize the ocean and everything it sustains.</p> <p>📅 RSVP for the free, virtual event at unworldoceansday.org (linked in our bio!)</p> <p>Reposted from @unworldoceansday</p>

<p>OCEAN COMMUNITIES INFOGRAPHIC</p>	
<p>These assets are live, post anytime</p>	
<p>GRAPHIC PREVIEW</p> <p>[REPOST HERE]</p> <p>[DOWNLOAD HERE]</p>	
<p>TAG</p>	<p>Tag @UNWorldOceansDay in all static/story posts</p>

SUGGESTED CAPTION	<p>Listening to and learning from diverse ocean community leaders about their relationships with the ocean is a critical step toward revitalizing the ocean.</p> <p>This year's #UNWorldOceansDay event will shine a light on communities, ideas, and solutions from around the world that are working to protect the ocean and everything it sustains, so that we can learn collectively and take a step forward.</p> <p>📅 Join us on 8 June by RSVP'ing for the free, virtual event at unworldoceansday.org (linked in our bio!)</p> <p>Reposted from @unworldoceansday</p>
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NATURE-BASED SOLUTIONS INFOGRAPHIC	
These assets are live, post anytime	
GRAPHIC PREVIEW [REPOST HERE] [DOWNLOAD HERE]	<p>What are Nature-Based Solutions?</p> <p>Actions to protect, conserve, restore, sustainably use and manage coastal and marine ecosystems which address social, economic, and environmental challenges effectively and adaptively, while simultaneously providing human well-being, ecosystem services, resilience, and biodiversity benefits.</p> <p>What do Nature-based Solutions Look Like?</p> <p>Blue Carbon solutions. Mangroves, kelp, seaweed, and seagrass have enormous potential to sequester carbon, while restoring the health of marine ecosystems and protecting coastal areas from natural disasters, erosion, flooding, and sea-level rise.</p> <p>The ocean itself. The ocean serves as a carbon and heat sink, absorbing 80% of anthropogenic heat. A healthy ocean filled with life and nutrients cycling has a greater capacity to sequester carbon through biological pumps.</p>
TAG	Tag @UNWorldOceansDay in all static/story posts
SUGGESTED CAPTION	<p>Nature-based solutions need to be deeply integrated into our engagement with the ocean.</p> <p>This topic will be explored by thought-leaders and ocean advocates during this year's #UNWorldOceansDay. Join the conversation on 8 June 2022 and RSVP for the virtual event at UNWorldOceansDay.org!</p> <p>What's your favorite nature-based solution? 🌿🌊🐟</p> <p>Reposted from @unworldoceansday</p>

BLUE ECONOMY INFOGRAPHIC
These assets are live, post anytime

<p>GRAPHIC PREVIEW</p> <p>[REPOST HERE]</p> <p>[DOWNLOAD HERE]</p>	
<p>TAG</p>	<p>Tag @UNWorldOceansDay in all static/story posts</p>
<p>SUGGESTED CAPTION</p>	<p>What exactly is a Blue Economy? Swipe through to learn more!</p> <p>Join us on 8 June 2022 for the annual #UNWorldOceansDay event to learn more about how we all be a part of revitalizing our shared blue economy.</p> <p> RSVP for the free, virtual event at unworldoceansday.org (linked in our bio!)</p> <p>Reposted from @unworldoceansday</p>

<p>#REVITALIZETHEOCEAN VIDEO CAMPAIGN</p>	
<p align="center">Campaign Toolkit & Instructions Here</p> <p align="center">Please do not post your video to social media before 11 April 2022</p>	
<p>DESCRIPTION</p>	 <p>During the months of April and May, we invite the global community to engage with the 2022 United Nations World Oceans Day theme, <i>Revitalization: Collective Action</i></p>

	<p><i>for the Ocean</i>, by participating in the #RevitalizeTheOcean Video Campaign.</p> <p>The campaign will provide Civil Society, Private Sector Partners, States, and Intergovernmental Organizations the opportunity to showcase—through a short 1-minute video—tangible projects and solutions that they are implementing to help protect and revitalize the ocean.</p>
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