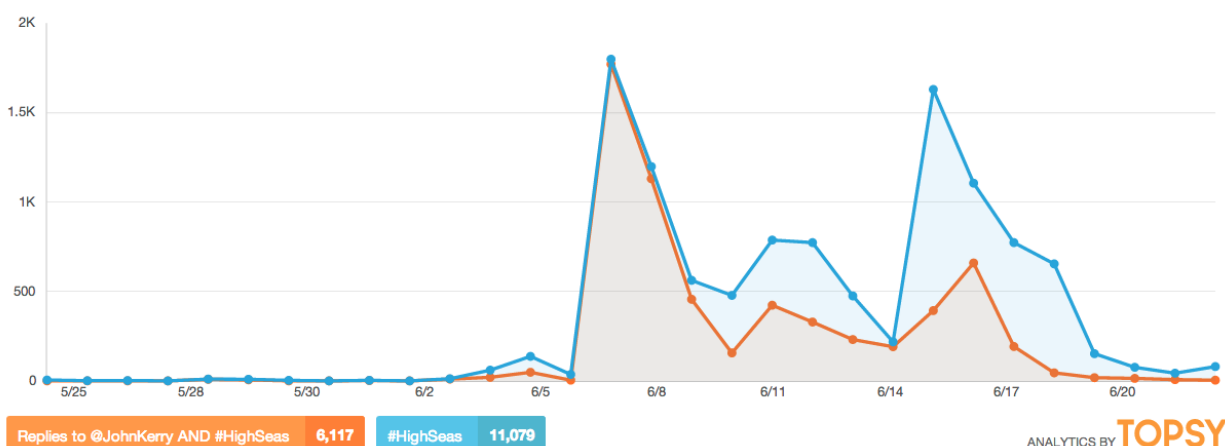


#OurOcean2014 Digital Media Report Back

Tweets per day: @JohnKerry AND #HighSeas and #HighSeas

May 24th — June 23rd



Summary

In June 2014, 10 Greenpeace NROs, the Save the Arctic Campaign and Kumi Naidoo mobilized thousands of supporters to generate more than 10,000 tweets and retweets and 40,000 signatures calling for a UN agreement to protect the high seas. The main focus, was asking John Kerry, US Secretary of State, to voice support for the UN process at Our Ocean 2014, a conference he hosted.

Tactically we focused on using twitter because John Kerry is an active user, and because the #OurOcean conference went to unprecedented lengths to host a social media conversation. We assumed state department staff would take note if we generated a certain volume of tweets and if influencers also tweeted.

We had two tactical successes and two challenges:

- Organizing mass, positive tweets @JohnKerry for World Ocean Day was highly successful do to high quality graphic content, NRO participation, positive messaging and great timing. **40% of tweets to @JohnKerry during World Oceans Day weekend related to our campaign!**

- Thunderclap , a twitter app that allows supporters sign up to tweet at the exact same time, worked really well. Consistent promotion from Greenpeace USA (including email promotion) and Greenpeace, as well as participation from NROs, Avaaz, and other allies allowed us to reach **more supporters than a State Department thunderclap set up for the same time (2020 vs 1810)**. We can assume the State Department took note because they invested a lot of time into building thunderclap numbers.
- Calling for original content did not work well. We did not have enough time and a focused diligent plan to recruit supporters.
- We could have increased NRO participation by framing the campaign around locally/globally applicable narratives before focusing in on John Kerry, making content easier to translate, organizing earlier with more time for input, and more one to one outreach.

[You can view the original planning document here.](#)

Goals and Accomplishments:

- Engage supporters from across the globe with narrative of creating #HighSeas Ocean Sanctuaries and prepare them for future escalating action.
 - **At least 14 countries participated!**
- Demonstrate enough popular support for a UN agreement on #HighSeas Ocean Sanctuaries that John Kerry's staff will likely take note.
 - **More than 1100 tweets and 40,000 petition signatures related to the campaign. Anecdotal evidence that the State Department took note, even annoyed. If I'm not mistaken, the US email petition performed better than expected.**
- Demonstrate influencer support for a UN agreement on #HighSeas Ocean Sanctuaries that John Kerry's staff will likely notice.
 - **Great NGO participation. That probably was noticed. Participation from Sylvia Earle did not directly mention @JohnKerry and or the right hashtags and was probably not noticed.**
- *Stretch:* Response from John Kerry or State Department with a clear position on a new UN #HighSeas agreement of a clear mechanism to create ocean sanctuaries.
 - **Anecdotal evidence that they will review their position. Direct evidence of a negative response: filtering out #HighSeas tweets at Our Ocean.**

Thoughts on a few tactics:

Thunderclap:

TRENDING CAMPAIGNS

1



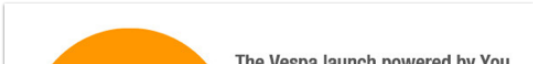
Protect the High Seas!
by Greenpeace USA

395 % supported

3,349,133 social reach

1 mins left

2



The Vesna launch powered by You

ENDING SOON



Help Protect Our Ocean
361 % supported 0 days left



Protect Life on the High Seas!
402 % supported 0 days left

CAUSE

Protect Life on the High Seas!

"Ask John Kerry to protect marine life, call for a UN agreement on #HighSeas sanctuaries at #OurOcean2014! <http://thndr.it/1kDj56p>"

Join Greenpeace USA in sharing this message together at the same time - automatically.

SUPPORT WITH

TWITTER

FACEBOOK

TUMBLR

[Invite friends](#) [Embed](#)

You will allow Thunderclap to share this message once on your behalf, along with other supporters. If the goal is not reached, no message will be shared. [About Support & Privacy](#)

SUPPORTERS

2,015 of 500

403% of goal supported

SOCIAL REACH

3,359,772

People

TIME LEFT

2 minutes

Ends Jun 16, 9:00 AM EDT

ORGANIZER

Thunderclap is a tool that allows users to sign up to tweet together at the exact same time en masse. Lessons:

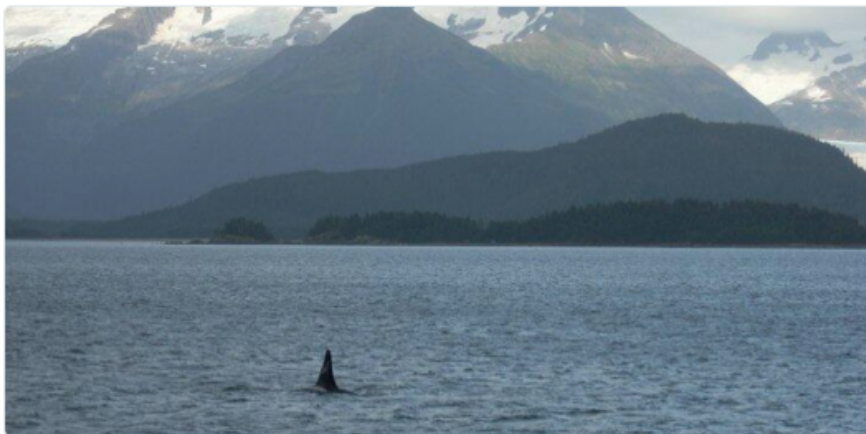
- This tactic was incredibly effective because is used their hashtag at the same time as the conference started and that they had had their own thunderclap.
- By gaining more supporters to a tactic they invested a lot of effort into (getting every single US embassy and many government offices to sign up) we are sure to have riled a few feathers.
- It was relatively easy to get to 500 supporters but it requires diligence from GPI and at least a few NROs to ask followers to sign up. It was a bit more of a stretch to get to the 2k needed to beat the State Department. We needed help from Avaaz to do that. Allies, and NRO participation count!
- This was only in english so not that many NROs participated.

Call for User Generated Content



Ashley Chambliss @ashleychambliss · Jun 16

Support UN #HighSeas protection @JohnKerry #Greenpeace



[View more photos and videos](#)

This did not go particular well, anecdotally we had original tweets from maybe 20 supporters, but a couple tweeted a lot. I feel like we did not do this well and it was a distraction from other tactics for both staff and supporters.

- I feel like our ask was watered down by both suggesting the minimum (a tweet) and something more with a tweet and a photo.
- We took a shot gun approach asking US folks over email, thunderclap signers with an update (this surprisingly generated a few a day later) and by trying to get a blog out about it a little to late without a real promotion strategy.
- I think the main lesson is next time we need to pick an **audience** likely to act and ask them directly for **one thing at a time**. For example, an email to people we know are on twitter.

High Quality Content



Greenpeace @Greenpeace · Jun 12

Stand up for ocean life! Join us on Thunderclap ➡ grnpc.org/Ig0lZ
#OurOcean2014 #HighSeas



186 140

- The US office, GPI and the Andino office created some great content, including blogs, original tweets from campaigners and graphics.
- Chris could have done a better job at this during week two, but felt a little rudderless and didn't know what angle to pursue.
- In the future I would recommend taking the approach the Green My Internet campaign used in the fall when we convened a 15 minute meeting every morning and deciding if there was any news or creative idea we would like to turn into a "Minimum Viable Campaign" for the day... either a tweet, graphic, blog or something that could be made quickly. If there was nothing, we didn't meet.

Messaging

Anecdotally, two bits of messaging seemed to help.

- Mentioning *marine life* alongside #HighSeas.
- Explaining that *64% percent of the oceans, are #HighSeas*.



Greenpeace @Greenpeace

Following

We can never protect our ocean if we ignore 64% of it. So let's make sure our call for #HighSeas protection is heard:
grnpc.org/Ig0oF

Reply Retweet Favorite Pocket More

RETWEETS
122

FAVORITES
65



12:07 AM · 19 Jun 2014



Greenpeace @Greenpeace



Following

Support marine life - call for a #UN agreement on #HighSeas sanctuaries:
grnpc.org/Ig0lZ #OurOcean2014

Reply Retweet Favorite Pocket More



RETWEETS
220

FAVORITES
138



1:33 AM · 12 Jun 2014

Flag media

KPIs vs Actuals:

KPI 1:

On World Oceans Day, 600 @mentions of John Kerry (or roughly 30% percent of total @JohnKerry mentions that day) that relate to campaign including retweets.

Actuals: 3856 tweets mentioning @JohnKerry (or about 40% of total@JohnKerry mentions).



Suggestions: Four factors, in no particular order, made this a huge success.

- By timing this for a low traffic day when we new we could get a high response we can assume we got John Kerry's staff's attention by claiming a large percent of @JohnKerry mentions that day. Timing/picking your battles is important!

- We we're able to get many NROs involve with one on one outreach the Thursday/Friday before.
- Singularly high quality tweets begged to be retweeted (see example above).
- Syncretic email and twitter strategy from GP USA. Petition signers were asked to tweet to John Kerry generating 100s of tweets.

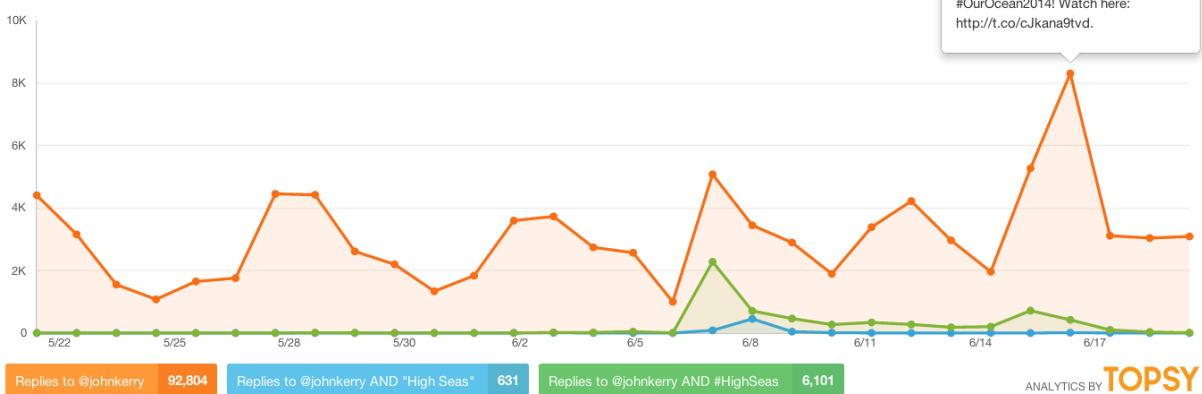
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KPI 2:

3,000 mentions of John Kerry June 15-17 that relate to campaign (roughly 25% or expected total)

Actuals: 1137 (less than 10%)

Tweets per day: @johnkerry, @johnkerry AND "High Seas", and @johnkerry AND #HighSeas
May 21st — June 20th



Suggestions:

- Thunderclap did not let us include a username (@JohnKerry). Take this into account next time.
- Expect Leonardo DiCaprio. IE expect above normal exposure if the target is hosting an event. (seriously, we should have guessed that State would have had some plan to boost exposure above normal)

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KPI 3:

25% percent of #OurOcean2014 tweets use #HighSeas hashtag

Actuals: 8981 tweets, or 16.4%, used both hashtags. Thankfully, we were able to keep on target until Leonardo DiCaprio tweeted on June 17 so we know we got there attention.

Suggestions:

- Expect Leo.
- Choose your tactics thoughtfully. **Thunderclap** worked really well, while we didn't quite meet our hashtag targets, we beat their thunderclap and we can guess we got there attention there from how much attention and effort they put into thunderclap. It was also a low bar ask for NROs and an easy way to get 2000k people involved.
- **Thunderclap** allowed us to be very visible at the exact beginning of the conference when it counted.
- **Live tweeting** from Daniel, Veronica, and Richard, and amplifying via @FishandShip, Greenpeace and Greenpeace USA kept the #HighSeas alive for the 3 day period.
- **Images** work really well to hijack a hashtag. They are given exposure the top of search results.
- While GPI, GPUSA and other did excellent work, we could have done a better job producing **more high quality content** that gets retweeted.
- Calling for original tweets from users did not produce significant results.
- That said, **Irina Tikhoverova** is a greenpeace tweeting machine:

<https://twitter.com/IrinaGreenVoice>



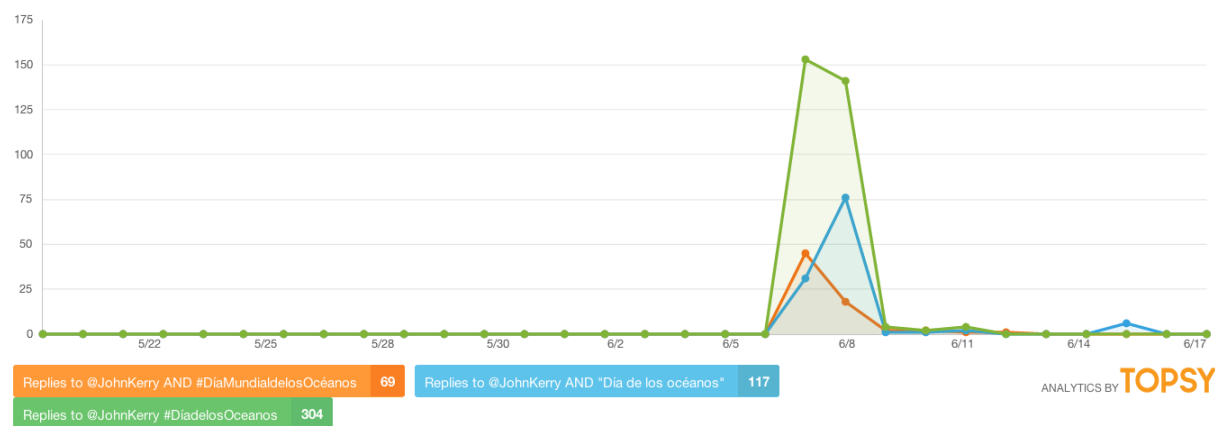
KPI 4:

15 offices participate in at least one social media tactic.

Actuals: 10 NROs (Representing 14 countries), Save the Arctic and Kumi Naidoo participated in digital tactics not including letter delivery/photo opportunities at US embassies (which would bring the number to 13 NROs).

Tweets per day: @JohnKerry AND #DíaMundialdelosOcéanos, @JohnKerry AND "Día de los océanos", and @JohnKerry #DíadelosOceanos

May 21st — June 20th



Suggestions for Next Time

- Ask global digital staff for input and ideas weeks in advance to get early by-in/ownership.
- Try to have leadership from at least two NROs (which will have more contacts and span more timezones during working hours).
- Frame the campaign with fun, locally applicable content that benefits NROs digital objectives (list growth, local campaign target) then move onto focused campaign asks. *The World Oceans Day content was like this but could have been proposed weeks earlier with more time put into making content related to High Seas ocean reserves.*
- More easily translatable content with more time to translate. *The blogs and Thunderclap were not.*
- More one on one outreach between digital staff. *Chris should have done more to chat with staff in Europe and Asian NROs.*

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KPI 5:

1 influencer mention of the campaign

Actuals: [Sylvia Earle](#) participated in the Thunderclap, original tweets by celebrities [Drew Chadwick](#) and Lucy Lawless, engaged the Colombian Senate, and participation from Guardian's Suzanne Goldenberg, the Global Oceans Commission, Avaaz, Mission Blue, The High Seas Alliance, The Years of Living Dangerously, Hunter Lovins, Upwell, Antarctica Coalition.



Suggestions for Next Time:

- This went really well without much effort. A bit more planning and systematizing might make it even stronger.
- We should also reach out to the same folks in the future.
- Drew Chadwick came from the Greenpeace USA petition.



Greenpeace ✓
@Greenpeace



Following

More than 10,000 tweets in 10 days called for [#HighSeas](#) protection! Add your voice: greenpeace.org/SOS-Oceans/ - pic.twitter.com/p9Gqi142Tv [#BBNJ](#)

↩ Reply ↻ Retweet ★ Favorite Pocket ... More



RETWEETS
144

FAVORITES
92

