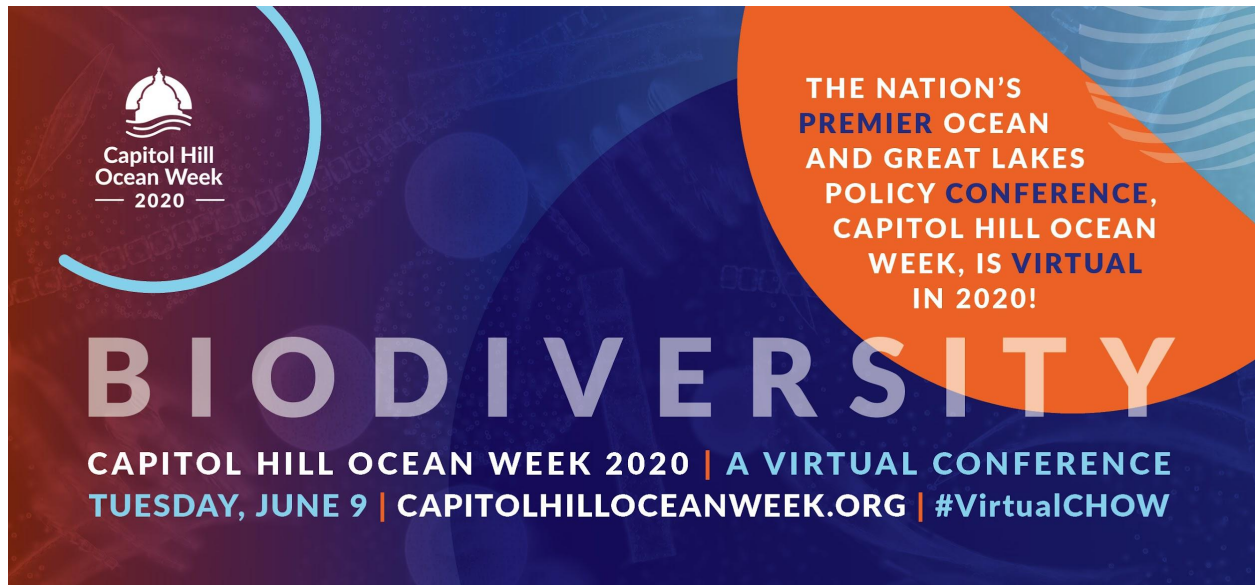




Dear Speakers, Sponsors and Partners,

Thank you for being part of Capitol Hill Ocean Week 2020! Thank you for your help as we take CHOW virtual. We have no doubt it'll be a wonderful event with stimulating discussions and a path forward on how we can do our part to protect biodiversity.

CHOW offers an opportunity to engage a broader, more diverse audience in ocean and Great Lakes conservation, and we are asking for your help to get the word out to your audiences and encourage participation from all corners of the world. One of the easiest ways you could assist us is sharing information about the event through your active social media platforms and linking to the event page. Most importantly, CapitolHillOceanWeek.org will be the best resource for your networks as it holds all the information on the agenda, plenaries, concurrent breakout sessions, and networking opportunities.

This is also a great way to let your audience know of your participation and reinforce the value of the event. Below are our social media guidelines including sample posts for social media. Please refer to this guideline when sharing information but of course feel free to tailor these posts to suit your audience. If you have any questions, please don't hesitate to contact Chip Weiskotten, the Foundation's Director of Strategic Communications, at chip@marinesanctuary.org.

Thank you for your help!

QUICK LINKS

[Overall Social Media Guidance](#)

[Image Bank \(Social Shares + Logos\)](#)

[Sample Posts - Facebook](#)

[Sample Posts - LinkedIn](#)

[Sample Posts - Twitter](#)

[Sample Posts - Instagram](#)

[Sample Press Release](#)

[Internal and External Sharing - Event Calendars](#)

[Internal and External Sharing - Newsletter Items](#)

[Internal Sharing - Social Platforms](#)

[Conference Agenda](#)

[Conference Session Descriptions](#)

capitolhilloceanweek.org

Overall Social Media Guidance

Here are some of the easiest ways you can help promote CHOW:

1. Share information about CHOW on Facebook, Twitter, Instagram, and LinkedIn! Let your family, friends, and audiences who know about your participation and encourage them to watch.
2. Ask your organizations to promote CHOW and your participation by adding it to their calendar of events, newsletters, and social platforms.
3. Use the hashtags **#CHOW2020** **#VirtualCHOW** when referencing CHOW.
4. Connect with the National Marine Sanctuary Foundation on Facebook, Twitter, Instagram, and LinkedIn! and retweet or reshare the Foundation's own posts!

When referring to the National Marine Sanctuary Foundation, please use [@marinesanctuary](#) (Facebook and Twitter), [@marinesanctuaryfdn](#) (Instagram), or [@National Marine Sanctuary Foundation](#) (LinkedIn).

Please note that any content you tag with **#VirtualCHOW**, **#CHOW2020** or **our handle** may be shared on the Foundation's social platforms.

Event URL: CapitolHillOceanWeek.org

Hashtags: **#CHOW2020**
 #VirtualCHOW

National Marine Sanctuary Foundation's official social media handles:

Facebook: @marinesanctuary <https://www.facebook.com/marinesanctuary/>

Twitter: @marinesanctuary <https://twitter.com/marinesanctuary>

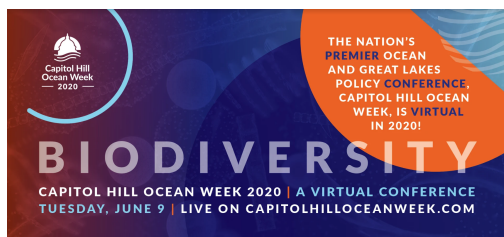
Instagram: @marinesanctuaryfdn <https://instagram.com/marinesanctuaryfdn>

LinkedIn: @National Marine Sanctuary Foundation

<https://www.linkedin.com/company/national-marine-sanctuary-foundation/>

Image Bank

CHOW logos and the following images can be found in this [folder](#).



****If there are other images you'd like to use, for example clean images of marine biodiversity or past CHOW events, let us know - we can help with that!****

Here are some sample posts that can be used to share on any social media platforms with any of the images above.

Facebook

Generic (What is CHOW?):

This year, [@marinesanctuary](#) is hosting Capitol Hill Ocean Week 2020 virtually! No matter where you are in the world, you can join the nation's premier ocean & Great Lakes policy conference. On June 9th, **#VirtualCHOW** will discuss actions we can take to conserve the variety of life on Earth for the long term health of our communities and the planet. Register and learn more at [CapitolHillOceanWeek.org](#) **#CHOW2020**

XX Days until #VirtualCHOW! Join [@marinesanctuary](#) and ocean champions around the world as discussions tackle the ocean & Great Lakes' most pressing issue and celebrate biodiversity. Visit [CapitolHillOceanWeek.org](#) for all the details. **#CHOW2020**

Celebrate our blue planet by tuning into Capitol Hill Ocean Week 2020. During this challenging time for the world, [@marinesanctuary](#) is connecting people around the globe in a virtual discussion on the importance of biodiversity for our health, well-being and planet. Registration and more information at: [capitolhilloceanweek.org](#). **#VirtualCHOW**

If you are a sponsor:

We are proud to sponsor Capitol Hill Ocean Week 2020, the nation's premier ocean & Great Lakes policy conference hosted by [@marinesanctuary](#). This year, **#CHOW2020** will be completely virtual, focused on the global issue of protecting biodiversity. On June 9th, **#VirtualCHOW** will offer a full day of activities including plenaries, concurrent breakout sessions, an exhibit hall, and a closing happy hour. Join us! For registration and more information visit [capitolhilloceanweek.org](#)

If you are a speaker:

I'm excited to speak at Capitol Hill Ocean Week 2020 hosted by [@marinesanctuary](#) on June 9th! And, you don't have to miss it! **#CHOW2020** is a free and virtual event discussing critical ocean and Great Lakes issues including the global issue of protecting biodiversity. Join me and my fellow panelists in a conversation on [TOPIC/SESSION NAME] at [TIME] on June 9th. For registration and more information visit [capitolhilloceanweek.org](#) **#VirtualCHOW**

Session Specific:

Excited to learn about [SESSION NAME] at Capitol Hill Ocean Week 2020 hosted by [@marinesanctuary](#). How about you? Join the all-day, free and virtual event at [CapitolHillOceanWeek.org](#) on June 9th! No matter where you are in the world, be part of the conversation to protect our ocean and Great Lakes. **#VirtualCHOW #CHOW2020**

Plenary Session Names:

- Defining Priorities for Meaningful Protection
- Global Action for Ocean, Climate and Biodiversity
- High Seas: Shared Stewardship for Our Global Ocean
- A New Age of Exploration

Concurrent Session Names:

- Cooperating for Our Global Ocean
- Innovative Approaches for Restoration and Monitoring
- Inspiring Action with Media and Art
- Margaret Davidson Emerging Leaders: New Perspectives on Conserving Nature
- Restoring our Waters
- Changing Climate, Changing Strategies
- Transformative Technologies
- The Power of Protection

LinkedIn

Generic (What is CHOW?):

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Session Specific:

Excited to learn about [SESSION NAME] at Capitol Hill Ocean Week 2020 hosted by [@National Marine Sanctuary Foundation](#). How about you? Join the all-day, free and virtual event at CapitolHillOceanWeek.org on June 9th! No matter where you are in the world, be part of the conversation. **#VirtualCHOW #CHOW2020**

Plenary Session Names:

- Defining Priorities for Meaningful Protection
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- Inspiring Action with Media and Art
- Margaret Davidson Emerging Leaders: New Perspectives on Conserving Nature
- Restoring our Waters
- Changing Climate, Changing Strategies
- Transformative Technologies
- The Power of Protection

Twitter

Generic (What is CHOW?):

Join [@marinesanctuary](#) for Capitol Hill Ocean Week 2020 on June 9th! **#CHOW2020** is an all-day, virtual event discussing the global issue of protecting biodiversity. Wherever you are in the world, be part of the conversation. Register for free on capitolhilloceanweek.org **#VirtualCHOW**

XX Days until **#VirtualCHOW**! Join [@marinesanctuary](#) and ocean champions around the world as discussions tackle the ocean & Great Lakes' most pressing issue and celebrate biodiversity. Visit CapitolHillOceanWeek.org for all the details. **#CHOW2020**

Celebrate our blue planet by tuning into **#CHOW2020**. During this challenging time, [@marinesanctuary](#) is connecting people around the globe in a virtual discussion on the importance of biodiversity for our health, well-being & planet. **#VirtualCHOW**
Details: capitolhilloceanweek.org.

If you are a sponsor:

We are proud to sponsor Capitol Hill Ocean Week 2020, hosted by [@marinesanctuary](#). **#CHOW2020** is an all-day, virtual event discussing the global issue of protecting biodiversity. For more information and registration, visit capitolhilloceanweek.org **#VirtualCHOW**

If you are a speaker:

I'm excited to speak at Capitol Hill Ocean Week 2020, hosted by [@marinesanctuary](#) on June 9th. And, you don't have to miss it! **#CHOW2020** is a free & virtual event. Join me for a discussion on [TOPIC/SESSION NAME]. For more information, visit capitolhilloceanweek.org. **#VirtualCHOW**

Session Specific:

Excited to learn about [SESSION NAME] at Capitol Hill Ocean Week 2020 hosted by [@marinesanctuary](#). How about you? Join the all-day, free and virtual event at CapitolHillOceanWeek.org on June 9th! **#VirtualCHOW #CHOW2020**

Concurrent Session Names:

- Cooperating for Our Global Ocean
- Innovative Approaches for Restoration and Monitoring
- Inspiring Action with Media and Art
- Margaret Davidson Emerging Leaders: New Perspectives on Conserving Nature
- Restoring our Waters
- Changing Climate, Changing Strategies
- Transformative Technologies
- The Power of Protection

Instagram

Generic (What is CHOW):

Join [@marinesanctuaryfdn](#) for Capitol Hill Ocean Week 2020 on June 9th! **#CHOW2020** is an all-day, free and virtual event discussing critical ocean & Great Lakes issues including protecting biodiversity. Wherever you are in the world, you can be part of the conversation. For more information and registration, visit capitolhilloceanweek.org **#VirtualCHOW**

*Please tag [@marinesanctuaryfdn](#) in your picture as well

XX Days until #VirtualCHOW! Join [@marinesanctuaryfdn](#) and ocean champions around the world as discussions tackle the ocean & Great Lakes' most pressing issue and celebrate biodiversity. Visit [CapitolHillOceanWeek.org](#) for all the details. #CHOW2020

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*Please tag [@marinesanctuaryfdn](#) in your picture as well

Session Specific:

Excited to learn about [SESSION NAME] at Capitol Hill Ocean Week 2020 hosted by [@marinesanctuaryfdn](#). Are you also interested? Join the all-day, free and virtual event at [CapitolHillOceanWeek.org](#) on June 9th! No matter where you are in the world, you can be part of the conversation. #VirtualCHOW #CHOW2020

*Please tag [@marinesanctuaryfdn](#) in your picture as well

Sharing Information with your Organizations

We encourage you to ask your organizations to share Capitol Hill Ocean Week 2020 and your participation with their staff and audiences. We are grateful for any promotion they can provide but request mentions in newsletter, event calendar, and social platforms. Below are sample text to provide your organization.

Event Calendar

June 9th, 9:30AM - XX:XXPM: Capitol Hill Ocean Week 2020: Join the National Marine Sanctuary Foundation for their annual Capitol Hill Ocean Week. CHOW 2020 is completely virtual and will focus on the global issue of protecting biodiversity.

The breadth of life in our ocean and Great Lakes is astounding. Building a sustainable global economy that protects nature is critical to people's health and well-being. Visit CapitolHillOceanWeek.org for information on plenaries, breakout sessions, speakers, networking opportunities, and free registration.

Newsletter

Capitol Hill Ocean Week 2020 hosted by the National Marine Sanctuary Foundation

This year, the nation's premier ocean and Great Lakes policy conference, Capitol Hill Ocean Week (CHOW), is going virtual! On June 9th, CHOW 2020 will showcase some amazing speakers all over the world in a discussion on conserving biodiversity for the long term health of our communities and the planet.

**If applicable: Our very own [PARTICIPANT NAME] will be speaking on [TOPIC/SESSION NAME] Join us as we celebrate (her/him) and learn about [TOPIC]*

**If applicable: We are proud as an organization/company to support*
For more information and free registration, visit CapitolHillOceanWeek.org.

Sharing Information with the Public

Press Release

We encourage you to post and distribute press releases announcing your support or participation in Capitol Hill Ocean Week 2020

See here for a [press release template](#) that can be used for announcement of participation or sponsorship at CHOW. This is just a starting point, and we would be happy to assist in the drafting of your own press release.

Social Platforms

Generic

Facebook/Twitter/LinkedIn: On June 9th, [@marinesanctuary](#) is hosting Capitol Hill Ocean Week 2020 virtually! **#VirtualCHOW** will discuss the global issue of conserving biodiversity. Visit

CapitolHillOceanWeek.org for information on plenaries, breakout sessions, speakers and registration. **#CHOW2020**

Instagram: On June 9th, [@marinesanctuaryfdn](https://www.instagram.com/marinesanctuaryfdn) is hosting Capitol Hill Ocean Week 2020 virtually! **#VirtualCHOW** will discuss the global issue of conserving biodiversity. Visit CapitolHillOceanWeek.org for information on plenaries, breakout sessions, speakers and registration. **#CHOW2020**

Speaker Specific:

Facebook/Twitter/LinkedIn: Our very own (participant name) will be speaking at Capitol Hill Ocean Week 2020, presented by [@marinesanctuaryfdn](https://www.instagram.com/marinesanctuaryfdn). Tune in on June 9th as (participant name) discusses [TOPIC/SESSION NAME]. For more information on this free and virtual event, visit CapitolHillOceanWeek.org. **#VirtualCHOW**

Instagram: Our very own (participant name) will be speaking at Capitol Hill Ocean Week 2020, presented by [@marinesanctuaryfdn](https://www.instagram.com/marinesanctuaryfdn). Tune in on June 9th as (participant name) discusses [TOPIC/SESSION NAME]. For more information on this free and virtual event, visit CapitolHillOceanWeek.org. **#VirtualCHOW**