



Live from the Deep: Explore the coral and sponge gardens of Sur Ridge

Promotional social media toolkit

Overview

On June 30 from 11:00 a.m. to noon (Pacific), MBARI will present *Live from the Deep*, a livestream event taking viewers to the lush sponge gardens and deep-sea corals at Sur Ridge. This event will feature experts from MBARI, the Monterey Bay Aquarium, and NOAA's Monterey Bay National Marine Sanctuary reporting live from our research vessel the *R/V Western Flyer* and MBARI's headquarters in Moss Landing, CA.

We encourage our education and outreach partners to share and amplify *Live from the Deep* content on their own social platforms with the help of the social media toolkit below.

When

Wednesday, June 30, 11:00 a.m. - 12:00 p.m. PT

Objectives

- Encourage ocean conservation volunteers, students, teachers, and ocean exploration and animal enthusiasts to tune into the livestream event on June 30 at 11:00 a.m. (Pacific)
- Highlight inclusive design of the event
 - Live American Sign Language (ASL) interpretation
 - Simultaneous translation into 16 languages

What your organization can do

1. Follow MBARI, the Monterey Bay Aquarium, and NOAA's Monterey Bay National Marine Sanctuary on social media and engage with us on your channels
2. Copy and paste the suggested social media posts, or create your own based on the information below to promote the livestream event

3. Add the hashtags below to your social media posts both before and during the livestream

Logistics

Live from the Deep will be livestreamed on MBARI's channels through YouTube, Facebook, and Twitter. Viewers can submit questions through the chat function on each channel, and our presenter may answer them live. You'll find all of the details [on this page](#).

Before the expedition, on Wednesday, June 23 at 1 p.m. PT, **NOAA's Monterey Bay National Marine Sanctuary and MBARI will host a webinar** with MBARI Senior Education and Research Specialist George Matsumoto and Hannah MacDonald, graduate student at the University of Rhode Island, to discuss how the expedition to Sur Ridge will further our understanding of these unique deep-sea habitats. This is a free event, register in advance here: <https://register.gotowebinar.com/regi.../7178086210590285837>

Relevant Accounts to Tag

Twitter	Facebook	Instagram
@MBARI_news	https://www.facebook.com/MBARInews	@mbari_news
@MBNMS	https://www.facebook.com/MBNMS	@mbnms
@MontereyAq	https://www.facebook.com/montereybayaquarium	@montereybayaquarium

Relevant Hashtags

#LiveFromTheDeep
#SurRidge

Promotional Video

YouTube link: https://youtu.be/4_uz_QWklvI

Embed code to place video on your website:

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/4_uz_QWklvI"
title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write;
encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>
```

Sample Social Media Posts

MBARI will be posting new content weekly leading up to the livestream event on June 30 and more frequently on the week of the event. Please share and amplify these posts in addition to creating your own content based on the suggestions below. Please tag **@MBARI_news** and **#LiveFromTheDeep** in your promotional posts.

We've created a variety of images, graphics and videos in different sizes and formats that you can use depending on the platform. [Download assets here](#).

Twitter:

- Dive deep into @MBNMS with @MBARI_News and @MontereyAq in the [#LiveFromTheDeep](#) event on June 30! Explore the deep-sea coral and sponge gardens at #SurRidge, ask experts your questions, and see what it's like to be a deep-sea explorer.
[\[upload image, graphic, or link to promotional video\]](#)
- On June 23, at 1 pm (Pacific), tune in to a @MBNMS webinar: Revealing the Mysterious Coral and Sponge Gardens of Sur Ridge. Scientists @MBARI_News will discuss how #LiveFromTheDeep expedition to Sur Ridge will help us better understand these habitats.
Register here: <https://mbari.co/3wi57j2>
[\[upload image, graphic, or link to promotional video\]](#)
- #SurRidge is an oasis of sponge gardens and deep-sea corals within @MBNMS. Tune into #LiveFromTheDeep with @MBARI_news and @MontereyAq on June 30 to learn more about how scientists are using state-of-the-art cameras and ROVs to study this incredible place.
[\[upload image, graphic, or link to promotional video\]](#)
- On June 30, dive into the @MBNMS with @MBARI_news and @MontereyAq for #LiveFromTheDeep! This event will be accessible to Deaf and hard of hearing audiences, and incorporate American Sign Language (#ASL) and closed captioning in 16 languages. Learn more: <https://www.mbari.org/live-from-the-deep-sur-ridge/>

Facebook:

Live from the Deep post:

Mark your calendars for June 30! 

Dive deep into @MBNMS with @MBARINews and @montereybayaquarium in the [#LiveFromTheDeep](#) event on June 30 at 11:00 a.m. (PT)! Get a behind-the-scenes look as the team explores the deep-sea coral and sponge gardens at Sur Ridge. You'll see live video from nearly one miles below the sea surface, and ask scientists, ROV pilots, and engineers your questions. See what it's like to be a deep-sea explorer!

Find the details here: <https://www.mbari.org/live-from-the-deep-sur-ridge/>

NOAA webinar post:

On Wednesday, June 23 at 1 p.m. (Pacific), NOAA's Monterey Bay National Marine Sanctuary and MBARI will host a webinar with MBARI Senior Education and Research Specialist George Matsumoto and Hannah MacDonald, graduate student at the University of Rhode Island, to discuss how the expedition to Sur Ridge will further our understanding of these unique deep-sea habitats. This is a free event, register in advance here: <https://mbari.co/3wi57j2>

[\[upload image, graphic, or link to promotional video\]](#)

Instagram:

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LinkedIn:

Dive deep into Monterey Bay National Marine Sanctuary with MBARI and the Monterey Bay Aquarium in the [#LiveFromTheDeep](#) event on June 30 at 11:00 a.m. (PT)! Get a behind-the-scenes look as the team explores the coral and sponge gardens at Sur Ridge. You'll see live video from nearly one mile deep and have a chance to ask scientists, ROV pilots, and engineers your questions. See what it's like to be a deep-sea explorer! Follow along on MBARI's YouTube, Facebook, or Twitter. Find the details here: <https://www.mbari.org/live-from-the-deep-sur-ridge/>

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[\[upload image, graphic, or link to promotional video\]](#)

Sample Images and Visuals

Download images and visuals from this Google Drive folder:

https://drive.google.com/drive/folders/1Iklikd7HDF5bM-nD9_OBP9An5tAyrhrw?usp=sharing

Questions?

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