

Social Media Toolkit

Pike et al, 2024

[Ocean protection quality is lagging behind quantity: Applying a scientific framework to assess real marine protected area progress against the 30 by 30 target](#)

Landing Page

[Summary with links to online paper, press releases, and social toolkit]

<https://marine-conservation.org/publication-ocean-protection-quality-lags-quantity/>

Hashtags

#MPAGuide #MPAtlas #30x30 #MPAs #OceanConservation #MarineProtection

Alternative Hashtags

#SaveOurOceans #SaveTheSeas #ProtectOurSeas #HealthyOceans #OceanAdvocacy
#OceanAwareness #biodiversity

Social Handles

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@mvonlind

@IUCN_PA

@IUCN_Ocean

@unepwcmc

@naomiekingston

@MissionBlue
@SylviaEarl

@savingoceans

Main Findings

1. Only one-third of the area designated within these MPAs provides a level of protection that is likely to yield meaningful conservation benefits.
2. One-quarter of the MPAs are not yet implemented, meaning that they have not yet been put into place on the water.
3. Over one-third of the MPAs allow industrial or other highly impactful activities, such as fishing, which are the leading driver of biodiversity loss in the ocean.
4. Most of the large fully and highly protected areas are in isolated overseas territories, such as those designated by the United Kingdom and the United States.

Main Policy Recommendations

1. Only MPAs that are Implemented or Actively Managed should be counted towards global targets.
2. Only MPAs that meet IUCN guidelines should be counted.
3. Any MPA that allows industrial extraction should not be counted.
4. Level of Protection is an important indicator that should be part of global reporting.

Digital Assets

Logos



Marine Conservation Institute + MPAtlas combined logo -

<https://marine-conservation.box.com/s/g1wofhnd2xosdg681nrzkrofvr0r8j2>

MPA Guide logo - <https://marine-conservation.box.com/s/rjga2p84ai7c0r25r4ao3n8nus986gcz>



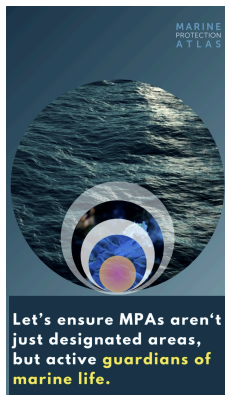
Ocean Images

<https://www.theoceanagency.org/ocean-image-bank>

Photos available here with attribution (Credit: Photographer Name / Ocean Image Bank)

Video Explainer

https://drive.google.com/file/d/1WhC6y3bQ2wzZJe3sIC_oADinsEfwWkKG/view?usp=sharing



Standalone Graphic



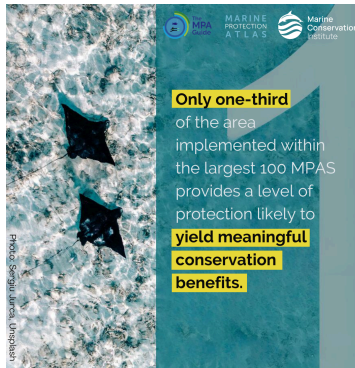
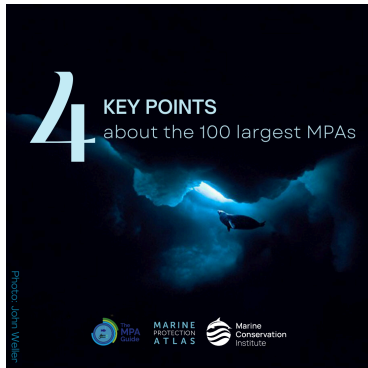
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https://drive.google.com/file/d/1o5YUoOpzN0IV_Bxokrz53fhYI3WXmw5b/view?usp=drive_link

[square/IG]

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Key Points Tile Carousel



<https://drive.google.com/drive/folders/1hl5vBpykFbdTmEcZRv-5T5HMK0d2JjxS?usp=sharing>

Policy Recommendations Tile Carousel

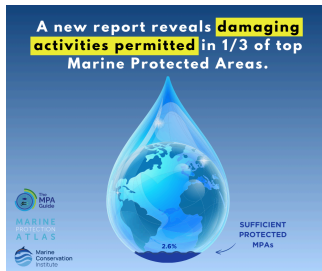


https://drive.google.com/drive/folders/15gHsIMV6ODk40zMDUenQTZOaAz_bmaKL?usp=sharing

Sample Posts

Twitter/X

Suggested Graphic:



https://drive.google.com/file/d/1o5YUoOpzN0IV_Bxokrz53fhYI3WXmw5b/view?usp=drive_link

Twitter/X: Example 1

New report reveals over 1/3 of the world's largest marine protected areas allow damaging activities like industrial fishing, undermining conservation goals. We need quality protection, not just quantity to save our oceans. #MPAs #OceanConservation

<https://marine-conservation.org/publication-ocean-protection-quality-lags-quantity/>

Twitter/X: Example 2

Only 2/3 of the ocean area designated as "protected" actually have regulations strict enough for biodiversity benefits, according to a study analyzing the world's 100 largest MPAs. It's time to prioritize effective marine conservation. #ProtectOurOceans

<https://marine-conservation.org/publication-ocean-protection-quality-lags-quantity/>

Twitter/X: Example 3

"MPAs can deliver significant benefits, but we see vast gaps between the amount of ocean covered by MPAs and the strength of those protections." - Lead researcher Beth Pike on the need for quality marine protected areas. #MPAGuide #30x30

<https://marine-conservation.org/publication-ocean-protection-quality-lags-quantity/>

Twitter/X: Example 4

New research highlights why quality—not just quantity—should indicate progress toward reaching the goal of protecting at least 30% of the ocean by 2030. #MPAs #30x30

<https://marine-conservation.org/publication-ocean-protection-quality-lags-quantity/>

Twitter/X: Example 5

New report underlines significant gaps between many ocean areas designated as “protected” and the ability of those safeguards to deliver benefits to people or nature. #MPAGuide #30x30

<https://marine-conservation.org/publication-ocean-protection-quality-lags-quantity/>

Threads

Threads: Example 1

Did you know over 1/3 of the world's largest marine protected areas allow damaging activities like industrial fishing, undermining conservation goals?

We need quality protection, not just quantity to save our oceans. #MPAs #OceanConservation

Read the full report here:

<https://marine-conservation.org/publication-ocean-protection-quality-lags-quantity/>

Despite covering a significant portion of our ocean, the effectiveness of many MPAs varies greatly. With a third falling short in delivering meaningful conservation benefits, it's time to prioritize effective marine conservation..

#MPAGuide #OceanConservation #MPAtlas #30x30

Threads: Example 1

A new report reveals damaging activities permitted in 1/3 of top marine protected areas.

Read the full report here:

<https://marine-conservation.org/publication-ocean-protection-quality-lags-quantity/>

This research highlights the gap between MPA designations and actual conservation outcomes. With only a fraction delivering on their promise, it's time for a reassessment of global MPA strategies to ensure effective protection of marine ecosystems.

#MPAGuide #OceanConservation #MPAtlas #30x30

Instagram

Suggest Graphics #1 - Key Points Tile Carousel:



<https://drive.google.com/drive/folders/1hl5vBpykFbdTmEcZRv-5T5HMK0d2JjxS?usp=sharing>

Suggest Graphics #2 - Policy Recommendations Tile Carousel:



https://drive.google.com/drive/folders/15gHsIMV6ODk40zMDUenQTZOaAz_bmaKL?usp=sharing

Instagram: Example 1

Did you know over 1/3 of the world's largest marine protected areas allow damaging activities?

Despite covering a significant portion of our ocean, the effectiveness of many MPAs varies greatly, and they often fall short in delivering meaningful conservation benefits. With only two-thirds providing such benefits, it's clear we need to enhance our efforts. Let's ensure MPAs are not just designated areas, but active guardians of marine life.

#MPAGuide #OceanConservation #MPAtlas #30x30

Instagram: Example 2

A new report reveals damaging activities permitted in 1/3 of top marine protected areas.

This research highlights the gap between MPA designations and actual conservation outcomes. With only a fraction delivering on their promise, it's time for a reassessment of global MPA strategies to ensure effective protection of marine ecosystems.

#MPAGuide #OceanConservation #MPAtlas #30x30

Facebook

Facebook: Example 1

Did you know over 1/3 of the world's largest marine protected areas allow damaging activities?

Read the full report here:

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Despite covering a significant portion of our ocean, the effectiveness of many MPAs varies greatly, and they often fall short in delivering meaningful conservation benefits. With only one-third providing such benefits, it's clear we need to enhance our efforts. Let's ensure MPAs are not just designated areas, but active guardians of marine life.

#MPAGuide #OceanConservation #MPAtlas #30x30

Facebook: Example 2

A new report reveals damaging activities permitted in 1/3 of top marine protected areas.

Read the full report here:

<https://marine-conservation.org/publication-ocean-protection-quality-lags-quantity/>

This research highlights the gap between MPA designations and actual conservation outcomes. With only a fraction delivering on their promise, it's time for a reassessment of global MPA strategies to ensure effective protection of our precious marine ecosystems.

#MPAGuide #OceanConservation #MPAtlas #30x30

Facebook: Example 3

As the world strives to protect 30% of the ocean by 2030, a new report pioneered by Marine Conservation Institute scientists and key partners raises concerns about the effectiveness of current marine protected areas (MPAs). The study found that over one-third of the world's largest MPAs permit highly damaging industrial activities like commercial fishing, which is the leading cause of biodiversity loss in the ocean.

According to the analysis, one-third of reported MPA area allows industrial-scale, damaging activities, and another quarter of the area is not yet implemented on the water. Without regulations or management, these areas cannot deliver conservation benefits. The report highlights the need for quality protection, not just quantity, to achieve meaningful progress in ocean conservation.

We must ensure that MPAs are well-designed, managed, and enforced to provide real benefits for both people and nature. It's time to prioritize effective marine conservation efforts and hold ourselves accountable to the intended goals of marine protection.

LinkedIn

LinkedIn: Example 1

A recent report unveils that damaging activities are allowed in one-third of the top marine protected areas. This research underscores the disparity between MPA designations and actual conservation outcomes. With only a fraction fulfilling their intended purpose, it's time for a reassessment of global MPA strategies to safeguard and ensure effective protection of our marine ecosystems.

Dive deeper into the findings here:

<https://marine-conservation.org/publication-ocean-protection-quality-lags-quantity/>

#MPAGuide #OceanConservation #MPAtlas #30x30

LinkedIn: Example 2

Did you know that more than one-third of the world's largest marine protected areas permit damaging activities? Recent studies have highlighted this concerning trend, revealing that despite covering a significant portion of our ocean, many MPAs fall short of delivering meaningful conservation benefits. With only one-third achieving such outcomes, it's evident that we must intensify our efforts. Let's ensure that MPAs serve not only as designated areas but also as active guardians of marine life.

#MPAGuide #OceanConservation #MPAtlas #30x30

LinkedIn: Example 3

A new scientific assessment published in Conservation Letters has evaluated the capacity of the world's 100 largest marine protected areas (MPAs) to deliver positive biodiversity outcomes. The findings are concerning:

- More than one-third of these MPAs permit damaging industrial activities like commercial fishing, undermining conservation goals.
- One-quarter of the reported MPA area is not yet implemented on the water, providing no actual protection.

As we strive to protect at least 30% of the ocean by 2030, this report serves as an important reminder that achieving this target requires not just increased quantity but improved quality of marine protected areas. Quality protection, effective design, and proper management are crucial to safeguarding our ocean's biodiversity and resilience.

The assessment provides a clear, evidence-based framework to categorize MPAs and ensure they are set up to successfully contribute to conservation outcomes. It's time for collective action and a renewed focus on creating and sustaining meaningful marine protection that delivers tangible benefits for both people and the planet.

Approved quote from **SkyTruth**:

"We're grateful to MPAtlas for conducting this in-depth, independent analysis of the effectiveness of key Marine Protected Areas. This new dataset helps ensure that these areas offer genuine protection, rather than existing in name only," said Jason Schatz, CTO of SkyTruth, a nonprofit conservation technology organization which, along with the Bloomberg Ocean Initiative, recently launched the [30x30 Progress Tracker](#), allowing users to see key data related to the global "30x30" goal of protecting 30% of the Earth's land and water by 2030. "The Tracker will soon be updated with MPAtlas's assessment data, which will be a significant help to those working to protect ocean biodiversity."

"Growing understanding, support and momentum toward area-based global targets such as 30 by 30 are crucial for moving the dial on ocean conservation – but only provide meaningful progress when effective. Well-designed, managed, and enforced MPAs can provide enormous benefits for both people and nature. Now is the time for collective action –before it's too late for our ocean and planet."

Dona Bertarelli

A philanthropist, ocean advocate, and Patron of Nature for the International Union for Conservation of Nature

"Successfully conserving ocean biodiversity, and its benefits to human wellbeing, from the consequences of destructive activities can only be achieved with a clear understanding of global progress. This assessment identifies challenges but also points to a clear, evidence-based path to achieve actual and effective protection and to provide lasting, just support for a healthy and resilient ocean."

Dr. Kirsten Grorud-Colvert

Associate professor at Oregon State University