OSPAR
COMMISSION

COMMUNICATION TOOL KIT - Social media guide

Marine Litter Regional Action Plan

WE NEED YOUR HELP!

Amplification opportunities

We really need your help. Since OSPAR does not have the resources to reach a wider audience, it will need to rely on multipliers such as the relevant national bodies of its Contracting Parties, stakeholder organisations such as NGOs, and marine and maritime professionals in contact with the public.

Marine litter is a topic that we're all passionate about, and at OSPAR we're lucky to have our brilliantly engaged and enthusiastic observer organisations and Contracting Parties. You can really help us spread the word. Be sure to follow us on all our platforms and we'll follow you back. We want to use the build up to our Ministerial meeting in October 2021 and the months after to have a major social media push.

During these months we will repost and amplify any posts that you make. Be sure to use the hashtags shown, DM us, or get in touch directly with our Communications Lead: lucy.ritchie@ospar.org

Click on an icon!
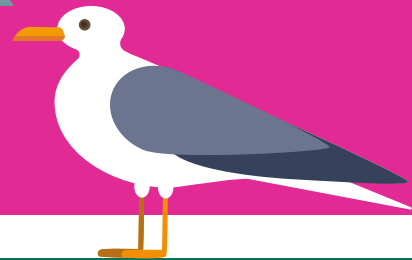
Find us on

LinkedIn: @OSPAR

Twitter: @osparcomm

YouTube: OSPAR Commission

Use the hashtags

#MarineLitter: This hashtag is widely used across initiatives and we want to join the global conversation! Use this hashtag in any post relating to marine litter, marine debris, plastic in the ocean or efforts to address this issue.

#OSPAR-RAPML: Use this hashtag in your posts talking about activities and outputs under the OSPAR Regional Action Plan for Marine Litter.

#OSPARMM21: Use this hashtag for any post relating to OSPAR actions and outcomes through to the OSPAR Ministerial Meeting, planned for October 2021.

WE NEED YOUR HELP!

Please ask your followers to follow us

OSPAR has more than 60 fantastic observer organisations which play an essential role in shaping our policy and holding us accountable. Our observers include other intergovernmental organisations working in similar fields, and international non-governmental organisations. The non-governmental observer organisations are environmental protection and nature conservation organisations, industry and trade organisations and organisations of regional and local authorities.

Many of our observer organisations use social media and have dedicated followers. To help us spread our work, our observer organisations could ask their followers to follow us and help us expand our community.
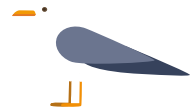
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Marine Litter Mondays

Every Monday from 14 June until the OSPAR Ministerial meeting in October 2021 we will post on LinkedIn and Twitter about OSPAR's work on marine litter and, more specifically, the RAP-ML.

We'll make these posts attractive and engaging using social media stickers, infographics etc.

Please help us by sharing these posts with your followers.

Ok monday let's do this

Thank you for helping us to spread the word

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Sample social media posts

Customise these sample social media posts and use them across social media to amplify the conversation around action to address marine litter in the North-East Atlantic.

What has @osparcomm been doing about #MarineLitter? you can find all of the outputs from the first phase of the OSPAR Regional Action Plan on Marine litter here https://bit.ly/3tBMqVz [+ image of marine litter]

#DYK that as a Contracting Party to @osparcomm, [@YourOrganisation/ government] has worked with other Parties & observers to tackle 30 common actions to address #MarineLitter in the North-East Atlantic. The #OSPAR-RAPML and what we have done can be found here: https://bit.ly/3tBMqVz

[@Your organisation] has been working through @osparcomm to tackle #MarineLitter in the #NorthEastAtlantic. Since 2014, OSPAR countries have been working hard to deliver the first phase Regional Action Plan. Watch https://www.youtube.com/watch?v=arnvBV2MzOo #OSPAR-RAPML

#MarineLitter not only looks bad but has serious implications for the economy, human health, the marine environment and everything that lives there. Find out what @osparcomm has been doing about it here: https://bit.ly/3tBMqVz
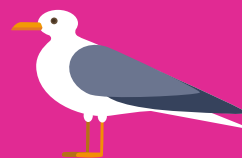
Please share our RAP-ML animation