



50 Years of Ocean & Coastal Conservation

Social Media Toolkit for #OceanAndCoasts50

In 2022, four key pieces of environmental legislation pertaining to our ocean, coasts, and Great Lakes share a 50th anniversary:

- National Marine Sanctuaries Act (NMSA),
- Coastal Zone Management Act (CZMA),
- Marine Mammal Protection Act (MMPA), and
- Clean Water Act (CWA).

These acts, along with several others implemented by NOAA, form the foundation for much of the marine and Great Lakes-related conservation for the nation. The “50 Years of Ocean & Coastal Conservation” campaign will highlight NOAA and partner efforts to implement these important acts to achieve these diverse stewardship mandates.

Key Information

Launch Date: January 19, 2022

Website: www.noaa.gov/50-years-ocean-coastal-conservation

Theme: Celebrating 50 Years of Ocean and Coastal Conservation

Tags: #OceanAndCoasts50

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Focus Themes

This effort is consistent with the following organizational goals in NOAA’s Next Generation Strategic Plan:

- **Healthy Oceans** - marine fisheries, habitats, and biodiversity sustained within healthy and productive ecosystems
- **Resilient Coastal Communities and Economies** - coastal and Great Lake communities are environmentally and economically sustainable.
- **Engagement Enterprise** - an engaged and educated public with an improved capacity to make scientifically informed decisions.

This campaign will feature a year-long content campaign:

- 50 Ways to Love Your Coasts and Ocean

And will supplement those efforts by individual programs to raise awareness and celebrate their own programs. For example:

- [National Marine Sanctuaries](#)
- Marine Mammal Commission's [MMPA section](#)
- Environmental Protection Agency's [Clean Water Act](#) summary

Suggested Social Media Messages

Join us in *Celebrating 50 Years of Ocean and Coastal Conservation* by sharing a post below or create your own tailored to how your or your organization is involved in ocean and coastal conservation!

Facebook:

1: This year we're celebrating the 50th anniversary for four important pieces of legislation that shape how we interact with the ocean and coasts: Clean Water Act, Coastal Zone Management Act, Marine Mammals Protection Act, and National Marine Sanctuaries Act. Follow #OceanAndCoasts50 to explore 50 Ways to Love your Ocean and Coasts. Learn more at

www.noaa.gov/50-years-ocean-coastal-conservation

2: How have the Clean Water Act, Coastal Zone Management Act, Marine Mammals Protection Act, and National Marine Sanctuaries Act impacted your work or life? Join in the 50th anniversary celebration of these Acts by sharing your own experiences with how our ocean and coasts have impacted your work or life. www.noaa.gov/50-years-ocean-coastal-conservation #OceanAndCoasts50

3: It's a BIG year for ocean and coastal conservation. We're celebrating the 50th anniversary of the Clean Water Act, Coastal Zone Management Act, Marine Mammals Protection Act, and National Marine Sanctuaries Act. Follow #OceanAndCoasts50 and let us know how you're helping conserve our ocean and coasts. Learn more at. www.noaa.gov/50-years-ocean-coastal-conservation

4. [upload video <https://www.youtube.com/watch?v=PqZ8H31Yeow>]

TITLE: 50 Ways to Love Our Ocean and Coasts

Description: Our ocean and coasts are where we work, live, and play. We're celebrating 50 years of their conservation by sharing 50 ways to love our ocean and coasts.

#OceanAndCoasts50

Instagram:

1: This year, we're celebrating the 50th anniversary for four important pieces of legislation that shape how we interact with the ocean and coasts: Clean Water Act, Coastal Zone Management Act, Marine Mammals Protection Act, and National Marine Sanctuaries Act. Follow #OceanAndCoasts50 to learn more and post your own experiences with how our ocean and coasts have impacted your work or life.

#CleanWaterAct #MarineMammals #NationalMarineSanctuary #CoastalManagement

2: It's a BIG year for ocean and coastal conservation. We're celebrating the 50th anniversary of the Clean Water Act, Coastal Zone Management Act, Marine Mammals Protection Act, and National Marine Sanctuaries Act. Follow #OceanAndCoasts50 to join @EPA, @noas Sanctuaries, @noaadigitalcoast,

@noaafisheries, @usfws & @MarineMammalCom in the celebration. See more at:
www.noaa.gov/50-years-ocean-coastal-conservation

#CleanWaterAct #MarineMammals #NationalMarineSanctuary #CoastalManagement

3: The ocean and coasts are where we work, live, and play. And we love them for so many reasons. To celebrate 50 years of ocean and coastal conservation, made possible by the enactment of 4 important laws, we're sharing 50 ways to love our ocean and coasts. See more at:
www.noaa.gov/50-years-ocean-coastal-conservation

#OceanAndCoasts50 #CleanWaterAct #MarineMammals #NationalMarineSanctuary
#CoastalManagement

Twitter:

1: This year we're celebrating the 50th anniversary for 4 pieces of legislation: Clean Water Act, Coastal Zone Management Act, Marine Mammals Protection Act, and National Marine Sanctuaries Act. Follow #OceanAndCoasts50 and to learn more at www.noaa.gov/50-years-ocean-coastal-conservation

2: How have the Clean Water Act, Coastal Zone Management Act, Marine Mammals Protection Act, and National Marine Sanctuaries Act impacted your work or life? Join in the 50th anniversary celebration by sharing your stories. Learn more at www.noaa.gov/50-years-ocean-coastal-conservation
#OceanAndCoasts50

3: It's a BIG year for ocean and coastal conservation. We're celebrating the 50th anniversary of the Clean Water Act, Coastal Zone Management Act, Marine Mammals Protection Act, and National Marine Sanctuaries Act. Follow #OceanAndCoasts50 to join in.
www.noaa.gov/50-years-ocean-coastal-conservation

4: The ocean and coasts are where we work, live, and play. To celebrate 50 years of ocean and coastal conservation, made possible by the enactment of 4 important laws, we're sharing 50 ways to love our ocean and coasts. Check out the video: <https://www.youtube.com/watch?v=PqZ8H31Yeow>
#OceanAndCoasts50

Social Media Assets

Visit the following Flickr sites can be used to download social media graphics and images celebrating #OceanAndCoasts50 and to augment your own social media posts.

- NOAA National Ocean Service, <https://www.flickr.com/photos/usoceangov/>
- NOAA Fisheries, https://www.flickr.com/photos/nmfs_northwest/
- NOAA Fisheries B-roll.
<https://videos.fisheries.noaa.gov/category/videos/b-roll-packages---all>
- NOAA Office of National Marine Sanctuaries, <https://www.flickr.com/photos/onms/>
- NOAA Office of Ocean Exploration and Research,
<https://www.flickr.com/photos/oceanexplorergov/>

Who to Tag

NOAA

Facebook: <https://www.facebook.com/NOAA>

Twitter: @NOAA

Instagram: @NOAA

YouTube: <https://www.youtube.com/c/usnoaagov>

NOAA National Ocean Service

Facebook: <https://www.facebook.com/usoceangov>

Twitter: @noaaoccean

Instagram: @noaaoccean

YouTube: <https://www.youtube.com/user/usoceangov>

NOAA Fisheries

Facebook: <https://www.facebook.com/NOAAFisheries/>

Twitter: @NOAAFisheries

Instagram: @NOAAFisheries

YouTube: <https://www.youtube.com/c/noaafisheries>

LinkedIn: <https://www.linkedin.com/showcase/noaa-fisheries/>

NOAA Oceanic and Atmospheric Research

Facebook: <https://www.facebook.com/NOAAResearch/>

Twitter: @NOAAResearch

Instagram: @NOAAResearch

YouTube: <https://www.youtube.com/user/noaaresearch>

NOAA Office of National Marine Sanctuaries

Facebook: <https://www.facebook.com/NOAAOfficeofNationalMarineSanctuaries/>

Twitter: @sanctuaries

Instagram: @noaasanctuaries

Tumblr: @noaasanctuaries

YouTube: <https://www.youtube.com/sanctuaries>

NOAA Office for Coastal Management

Facebook: <https://www.facebook.com/NOAADigitalCoast>

Twitter: @NOAADigCoast

Instagram: @noaadigitalcoast

NOAA Office of Ocean Exploration and Research

Facebook: <https://www.facebook.com/OceanExplorationResearch>

Twitter: @oceanexplorer

Instagram: @noaaocceanexploration

YouTube: <https://www.youtube.com/oceanexplorergov>

U.S. Fish and Wildlife Service

Facebook: <https://www.facebook.com/USFWS>

Twitter: @USFWS

Instagram: @usfws

YouTube: <https://www.youtube.com/watch?v=Wdl-qyaw3es&t=9s>

Marine Mammal Commission

Twitter: @MarineMammalCom

YouTube: <https://www.youtube.com/channel/UCAaYtJnTopQhlazCnCNCIAA/featured>

National Marine Sanctuary Foundation

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

Twitter: @marinesanctuary

Instagram: @marinesanctuaryfdn

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

U.S Environmental Protection Agency Office of Water

Facebook: <https://www.facebook.com/EPAOfficeofWater>

Twitter: @EPAWater



Thank you!

Have questions about the toolkit or this campaign?
Reach out to Liz Moore, elizabeth.moore@noaa.gov