World Ocean Day: Social Media Toolkit (Education)

# World Ocean Day communications pack for education settings

You can use this social media pack and gifs to show your whole school community what your setting is up to this World Ocean Day, whether it’s taking part [in class](https://www.msc.org/for-teachers/teach-learn-about-ocean-sustainability), entering our [competition](https://worldoceanday.school/competition/) in partnership with World Ocean Day for Schools, raising awareness about the ocean sustainability with your whole school community or showcasing your involvement amongst the online education community.

### For education settings and teachers taking part

To use the gif, you can right click and select “Save as picture”. You should be offered the option of saving the file as a gif, and you can then upload this to your channel in the normal way.

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| **Channel** | **Content** |  |
| LinkedIn | The ocean is the largest ecosystem on earth and our students are learning that if we look after the ocean, it will look after us.  If you’re a teacher or student, check out the resources from the @Marine Stewardship Council, including these great stickers <https://bit.ly/3B5nrP2>  #OceanLearning #BigBlueFuture #MSCecolabel |  |
| Twitter | The ocean is the largest ecosystem on earth and our students are learning that if we look after the ocean, it will look after us. Check out the resources from the @MSCecolabel, including these great stickers <https://bit.ly/3B5nrP2> #OceanLearning #BigBlueFuture #MSCecolabel |
| Facebook | The ocean is the largest ecosystem on earth and our students are learning that if we look after the ocean, it will look after us.  If you’re a teacher or student, check out the resources from the @MSCecolabel including these great stickers <https://bit.ly/3B5nrP2>  #OceanLearning #BigBlueFuture #MSCecolabel |
| Instagram | The ocean is the largest ecosystem on earth and our students are learning that if we look after the ocean, it will look after us.  If you’re a teacher or student, check out the resources from the @MSCecolabel including these great stickers <https://bit.ly/3B5nrP2>  #OceanLearning #BigBlueFuture #MSCecolabel |

### For education settings taking a Deep Dive in class

To use the image, you can right click and select “Save as picture”. You should be offered the option of saving the file as a picture, and you can then upload this to your channel in the normal way.

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| **Channel** | **Content** |  |
| LinkedIn | We’re excited to go under the surface and learn what a banana, a sticker, taking a holiday and scarecrows have to do with saving the ocean this #WorldOceanDay with the @Marine Stewardship Council <https://bit.ly/AnMSCocean>  #OceanLearning #BigBlueFuture #MSCecolabel | A picture containing text, tree, sign, swimming  Description automatically generated |
| Twitter | We’re excited to go under the surface and learn what a banana, a sticker, taking a holiday and scarecrows have to do with saving the ocean this #WorldOceanDay with @MSCecolabel <https://bit.ly/AnMSCocean> #OceanLearning #BigBlueFuture #MSCecolabel |
| Facebook | We’re excited to go under the surface and learn what a banana, a sticker, taking a holiday and scarecrows have to do with saving the ocean this #WorldOceanDay with @MSCecolabel <https://bit.ly/AnMSCocean> #OceanLearning #BigBlueFuture #MSCecolabel |
| Instagram | We’re excited to go under the surface and learn what a banana, a sticker, taking a holiday and scarecrows have to do with saving the ocean this #WorldOceanDay with @MSCecolabel <https://bit.ly/AnMSCocean> #OceanLearning #BigBlueFuture #MSCecolabel #RevitalizeTheOcean | A picture containing text, sign, water sport, swimming  Description automatically generated |

### Sharing your competition entry

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| **Channel** | **Content** |  |
| LinkedIn | Check out our entry for the @Marine Stewardship Council #WorldOceanDay schools competition! Find out more: <https://bit.ly/3B5nrP2>  #OceanLearning #BigBlueFuture #MSCecolabel | INSERT Competition Entry Here |
| Twitter | Check out our entry for the @MSCecolabel #WorldOceanDay schools competition! Find out more: <https://bit.ly/3B5nrP2> @wodforschools  #OceanLearning #BigBlueFuture #MSCecolabel |
| Facebook | Check out our entry for the @MSCecolabel #WorldOceanDay schools competition Find out more: <https://bit.ly/3B5nrP2> @worldoceandayforschools  #OceanLearning #BigBlueFuture #MSCecolabel #RevitalizeTheOcean |
| Instagram | Check out our entry for the @MSCecolabel #WorldOceanDay schools competition Find out more: <https://bit.ly/3B5nrP2> @worldoceandayforschools  #OceanLearning #BigBlueFuture #MSCecolabel #RevitalizeTheOcean |

### Celebrating World Ocean Day

To use the gif, you can right click and select “Save as picture”. You should be offered the option of saving the file as a gif, and you can then upload this to your channel in the normal way.

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| --- | --- | --- |
| **Channel** | **Content** |  |
| LinkedIn  Facebook  Instagram | 🌍🌊 It’s #WorldOceanDay tomorrow! Get involved and check out what we have in store:  🔹 A virtual deep-sea dive to see how fishers are protecting our ocean  🔹 Practical tips on what you can do to protect the ocean  🔹 Lesson resources for teachers around the world  This and more coming up tomorrow! Follow us and join the conversation: [https://bit.ly/MCSWOD](https://bit.ly/MSCocean)  #AnMSCocean #BigBlueFuture #MSCecolabel #SustainableFishing | A yellow post with a blue sky in the background  Description automatically generated with medium confidence |
| Twitter | 🌍🌊 It’s #WorldOceanDay tomorrow! Check out what we have in store:  🔹 A virtual deep-sea dive  🔹 What you can do to protect the ocean  🔹 #OceanLearning resources for teachers  Follow us & join the conversation: <https://bit.ly/MCSWOD> #AnMSCocean #BigBlueFuture #MSCecolabel |