



World Ocean Day 2026 - Partner Social Media Toolkit

This World Ocean Day, we're inviting you as a valued MSC partner to celebrate the ocean by showing how sustainable fishing can help protect our oceans.

Today, our ocean is under pressure. More than a third of the world's fish stocks are overfished. Our 2026 World Ocean Day campaign theme is "sustainable fishing means more life in the ocean."

At the MSC, we would love you to participate in our World Ocean Day campaign by sharing one of the suggested posts below. Please also:

- Mention the MSC @MSCbluefish
- Please use the **#MoreLifeInTheOcean #MSCbluefish**

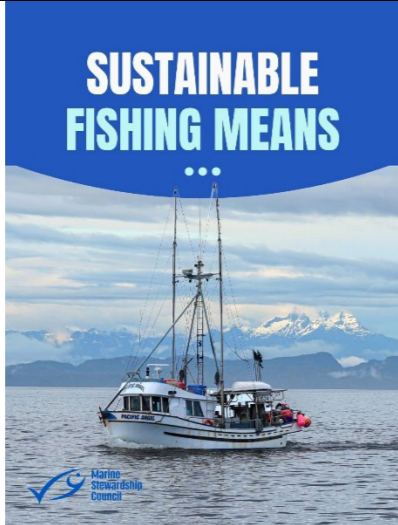
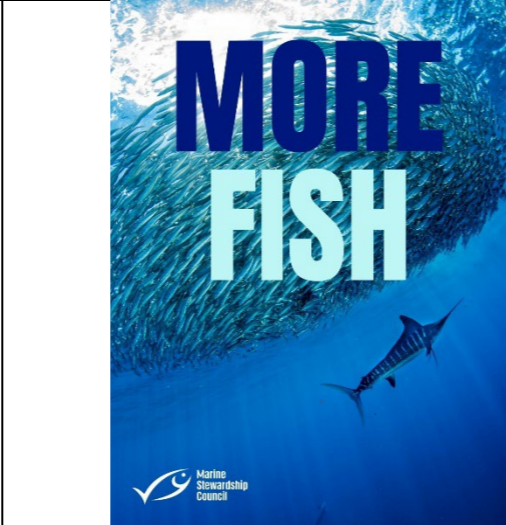
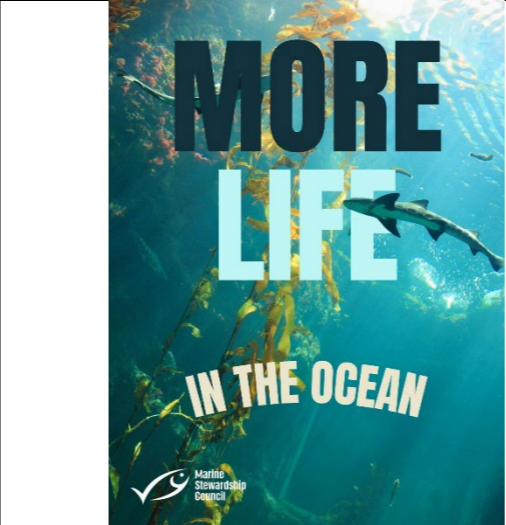

Please edit as you see fit or create your own from scratch (please only use these assets as a part of this campaign).

We will be looking out for your posts and will share them.



Social Media Posts

More Life in the Ocean Partner Carousel

Channel	Copy
Instagram Facebook LinkedIn	<p>🌍 🗨️ Happy #WorldOceanDay!</p> <p>🤝 YOUR NAME is joining forces with @Marine Stewardship Council to support how #SustainableFishing means #MoreLifeInTheOcean</p> <p>Find out how: INSERT LINK</p>
Asset	<div style="display: flex; justify-content: space-around; align-items: center;">     </div> <p>(3.4) Canva Link https://canva.link/24tjasnchhitx1u</p>

Partner Post

Channel	Copy



Instagram
Facebook
LinkedIn

♥️ 🌐 Join us as we celebrate #WorldOceanDay and support #SustainableFishing with the @MSCbluefish because when you eat #SustainableSeafood with #MSCecolabel you're supporting responsible fishing practices that contribute to the long-term health of our oceans.

🔗 <https://bit.ly/4bRAtm0>

#MoreLifeInTheOcean


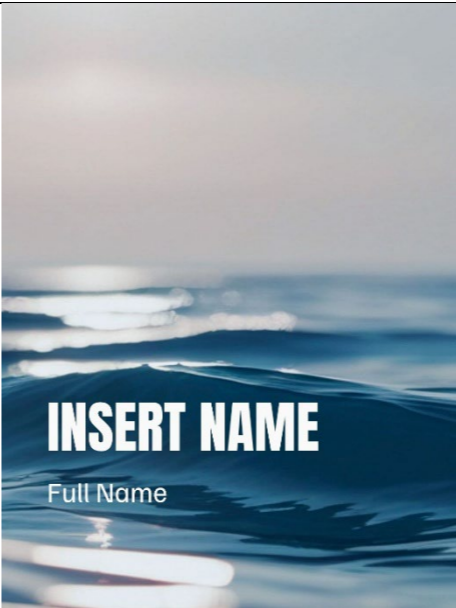
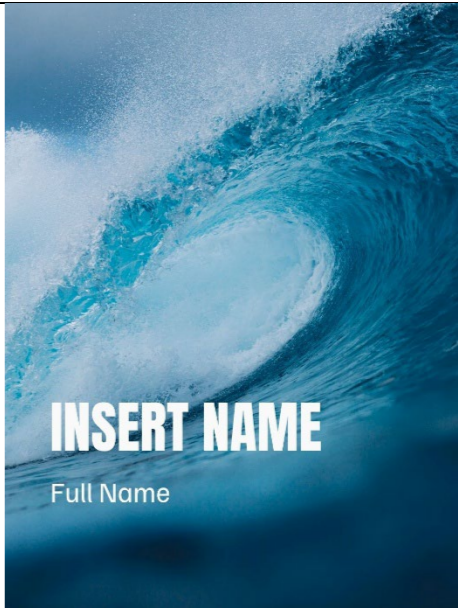


(3.4) Canva Link <https://canva.link/mui7dlffcf0y0yl>

Partner Video

Channel	Content
Instagram Facebook LinkedIn	Find out why #SustainableFishing means #MoreLifeInTheOcean as we support @Marine Stewardship Council this #WorldOceanDay. 🔗 INSERT LINK



	#MoreLifeInTheOcean						
							
Asset (3.4) Video Template on Canva: https://canva.link/gzob3uj4polpq81 Video Thumbnail Template on Canva: https://canva.link/xhod1131o7c79rh							

Please get in touch with your MSC regional team if you have any questions.