

#RememberTheOcean

Social Media Toolkit

The Ocean as the Solution to Climate Change

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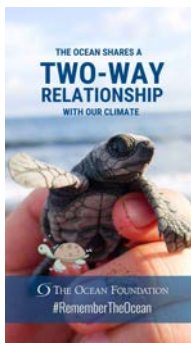
#RememberTheOcean

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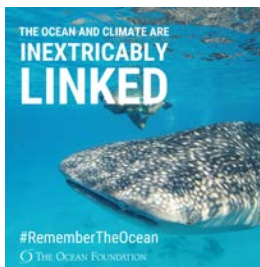
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Graphic

The ocean is a carbon sink, protecting us from the worst of climate change. It mitigates weather extremes, generates oxygen, produces food, and stores excess CO₂. But the ocean also bears the brunt of climate change. As greenhouse gases trap more energy from the sun, the ocean absorbs more heat, affecting marine and coastal ecosystems – in turn affecting OUR health.

Because the ocean is already experiencing the impacts of climate change, we need to [#RememberTheOcean](#) when discussing climate solutions. Help me and [@theoceanfoundation](#) spread the word!



Graphic

The urgency of climate change action is only increasing, and we need to [#RememberTheOcean](#) as a critical player in regulating climate change. Our ocean and climate are inextricably linked, and this interrelationship must be recognized, understood, and incorporated into governmental policies.

The ocean can help us mitigate the effects of climate change – but that's only possible if we maintain a healthy ocean. Let's remind policymakers of the ocean's critical role in tackling climate change.



Graphic

Blue carbon is the CO₂ captured by the world's ocean and coastal ecosystems, stored in the form of biomass and sediments from mangroves, tidal marshes, and seagrass meadows.

Blue carbon is the most effective yet overlooked method for long-term carbon sequestration and storage. When thinking about how to mitigate and adapt to the impact of climate change, we must [#RememberTheOcean](#) and invest in blue carbon as an invaluable ecosystem service.



Graphic

Did you know animals can store carbon? "Oceanic blue carbon" refers to the natural ways marine life helps trap CO₂. Whales and other marine life provide huge ecological value and are part of how the ocean regulates our climate. A great whale, for example, can accumulate and sequester around 33 tons of CO₂ in its life, sometimes up to 200 years! When they die, they take that CO₂ with them to the bottom of the ocean. A tree during the same period only contributes up to 3% of this CO₂ uptake. Let's say "thank you" to the ocean by protecting and enhancing the blue carbon stores in marine animals, to help mitigate climate change on an even deeper level. [#RememberTheOcean](#)



Graphic

The world's 175K islands are home to more than 600M inhabitants! And changing weather patterns, rising sea levels, a warming ocean, and overconsumption all hit island communities disproportionately. Islands provide homes and livelihoods, and support many of the world's most unique and isolated natural systems.

Think of an island. Now think of what surrounds it. It might bring back enjoyable tropical holiday pictures or devastating images of a natural disaster. There could not be a clearer proof of interconnectedness. Let's [#RememberTheOcean](#) when discussing climate solutions.



Graphic

Marine ecosystems are directly affected by climate change. Increases in atmospheric CO2 leads to more acidic marine environments that affect the physiological processes for many marine species. And as the ocean absorbs more CO2, oxygen levels decrease, making the water unsuitable for many fish.

The negative effects of climate change on our ocean and its species are not only an existential question for them, but also for us. The ocean provides us with livelihoods, food, and a place to live. Let's [#RememberTheOcean](#) when discussing climate solutions.

LINKEDIN AND FACEBOOK POSTS:



Graphic

The ocean is a huge carbon sink, protecting us from the worst of climate change. It mitigates weather extremes, generates oxygen, produces our food, and stores excess CO2.

But the ocean also bears the brunt of climate change. As greenhouse gases trap more energy from the sun, the ocean absorbs more heat, changing weather patterns, rising sea levels and hurting the health of marine and coastal ecosystems – in turn affecting OUR health.

Because the ocean is already experiencing the significant impact of climate change, we need to [#RememberTheOcean](#) when discussing climate solutions. Help me and [@The Ocean Foundation](#) spread the word!



Graphic

The urgency of climate change action is only increasing. But as we work toward global solutions, why is the ocean rarely included in this dialogue?

We must [#RememberTheOcean](#) as a key player in regulating climate change, serving as a major heat and carbon sink. As discussions around climate change ramp up on an even greater level, the interrelationship between the ocean and climate change must be recognized and incorporated into governmental policies.

The ocean can help us mitigate changes – but only if we maintain its health. Let's remind policymakers of the ocean's critical role in tackling climate change.



Graphic

Blue carbon is the CO2 captured by the world's ocean and coastal ecosystems, and it's stored in the form of biomass and sediments from mangroves, tidal marshes, and seagrass meadows.

Blue carbon is the most effective yet overlooked method for long-term carbon sequestration and storage. When thinking about how to mitigate and adapt to the impact of climate change, we must [#RememberTheOcean](#) and invest in blue carbon as an invaluable ecosystem service.



Graphic

Did you know that live animals can store carbon? “Oceanic blue carbon” refers to the natural ways marine life helps trap CO2.

Whales and other marine life provide huge ecological value and are part of how the ocean regulates our climate. A great whale, for example, can accumulate and sequester around 33 tons of CO2 in its life, sometimes up to 200 years! When they die, they take that CO2 with them to the bottom of the ocean. A tree during the same period only contributes up to 3% of this CO2 uptake.

Let’s say “thank you” to the ocean by protecting and enhancing the blue carbon stores in marine animals, to help mitigate climate change on an even deeper level.
[#RememberTheOcean](#)



Graphic

The world’s 175,000 islands are home to more than 600 million inhabitants!

Changing weather patterns, rising sea levels, a warming ocean, overconsumption. These all hit island communities disproportionately. Yet, besides providing homes and livelihood for their inhabitants, islands also support many of the world’s most unique and isolated natural systems.

Think of an island. Now think of what surrounds it. It might bring back enjoyable tropical holiday pictures or devastating images of a natural disaster. There could not be a clearer proof of interconnectedness, so we need to [#RememberTheOcean](#) when discussing climate solutions.



Graphic

Why are marine ecosystems affected by climate change?

As our planet warms, so does our ocean – potentially disrupting the migrations of key fish stocks and risking the functional integrity of ecosystems. Increases in atmospheric CO2 leads to more acidic marine environments that affect the physiological processes for many marine species. And as the ocean absorbs more CO2, oxygen levels decrease, making the water unsuitable for many fish.

The negative effects of climate change on our ocean and its species are not only an existential question for them, but also for us. The ocean provides us with livelihoods, food, and a place to live.

The ocean is already experiencing the significant impact of climate change and its accompanying effects, so we need to [#RememberTheOcean](#) when discussing climate solutions.

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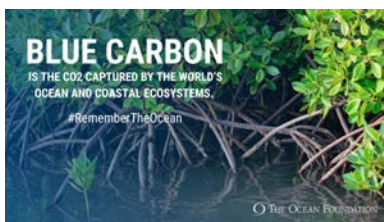
Graphic

The ocean bears the brunt of climate change as greenhouse gases trap energy from the sun. This increases temperature, sea-level rise & creates more severe weather patterns. Let's all [#RememberTheOcean](#), and the effect climate change has on its residents & wellbeing.



Graphic

The ocean provides us with so much: it mitigates weather extremes, generates oxygen, produces our food, and stores excess CO₂. In light of critical climate discussions, we must [#RememberTheOcean](#) as a major heat and carbon sink. Help me and [@oceanfdn](#) spread the word!



Graphic

Blue carbon is the CO₂ captured by the ocean & coasts, stored in mangroves, marshes, & seagrasses. Blue carbon is the most effective method for long-term carbon sequestration. Investment in it increases our ability to adapt to climate change. [#RememberTheOcean](#)



Graphic

"Oceanic blue carbon" refers to the natural ways marine animals trap CO₂. Whales' bodies store about 33 tons of CO₂ during their lives! Let's say "thank you" to the ocean by protecting blue carbon stores in marine animals, to help mitigate climate change.

[#RememberTheOcean](#)



Graphic

Our world's 175K islands are home to 600M+ inhabitants, and the effects of climate change hit island communities disproportionately. . Islands support many of the world's most unique and isolated natural systems, so let's [#RememberTheOcean](#) when discussing climate solutions.



Graphic

Marine ecosystems are affected by climate change: As the ocean absorbs more CO₂, oxygen levels decrease. This makes the water unsuitable for fish. The ocean already bears the brunt of climate change. Let's [#RememberTheOcean](#) when discussing solutions.