



# OBIS Communication strategy

v4 / April 2025





# Our vision

By making marine biodiversity data accessible and actionable,  
we enable deeper understanding of ocean ecosystems  
and their changes over time, fostering more informed, sustainable decision-making.

# OBIS Communication strategy overview

OBIS (the Ocean Biodiversity Information System) is the global reference for marine biodiversity data, bringing together a vast and diverse community of Nodes, data providers, researchers and scientists. OBIS goes beyond centralizing data and making it accessible.

The infrastructure provides actionable tools that support decision-making, is involved in building capacity all around the world, enhances marine biodiversity data reliability and FAIRness through the development of community-approved data standards and methodologies, and contributes to marine conservation efforts by supporting evidence-based decision processes and drives innovation forward by developing and deploying advanced biodiversity observation technologies such as eDNA.

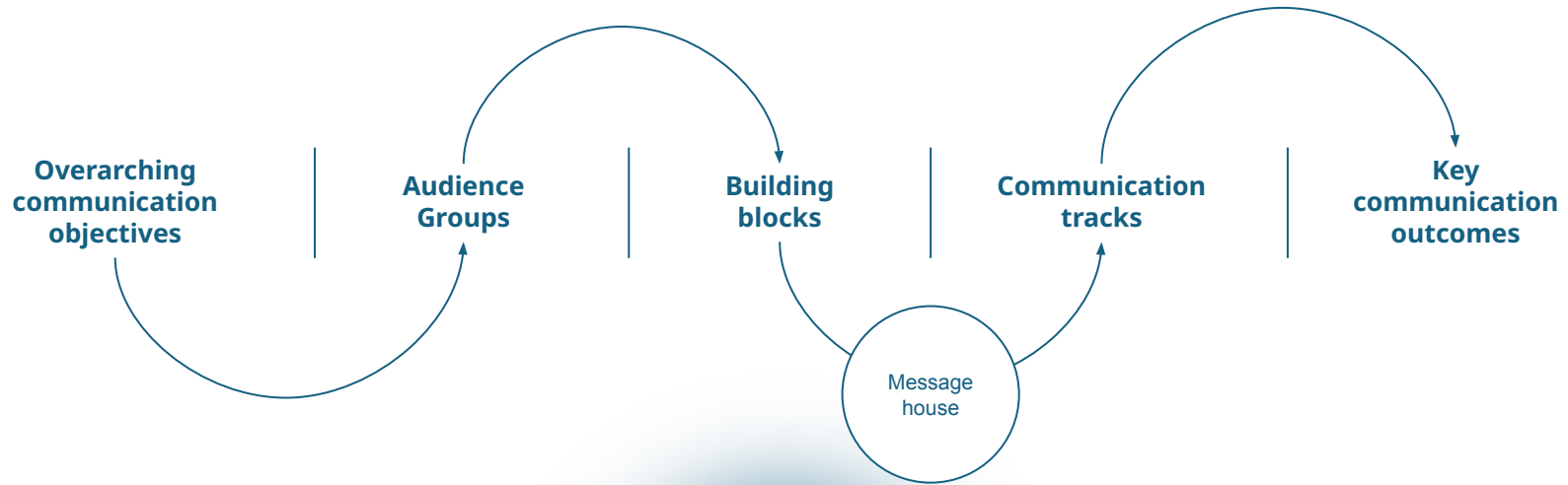
OBIS missions deserve exposure that matches their impact, ensuring that relevant local, regional and global target groups have the information they need to engage with the infrastructure.

The pressing urgency of the global biodiversity crisis highlights the importance of accessible, robust and reliable data on marine life.

OBIS's communication efforts must address several key challenges: increase stakeholder awareness, including the general public, of OBIS tools and solutions to tackle marine biodiversity data issues, bridge knowledge gaps across different stakeholder groups, and effectively showcase OBIS's critical contributions to science, policy, projects, initiatives, and sustainability mechanisms.

This communication strategy promotes OBIS core objectives through clear topic-centered messages, defined audiences, and mapped-out coordinated actions. With strategic outreach and storytelling, OBIS aims to amplify its visibility, attract and retain contributors, showcase its decision-support capacity, and assert its role in driving innovative, evidence-based solutions for ocean conservation.

# OBIS Communication framework



# Overarching communication objectives

## Objective 1

**Enhance OBIS visibility and credibility as a provider and a community**

Showcase OBIS work, solutions, tools, initiatives, and contributions to marine conservation efforts at local, regional, and global levels.

## Objective 2

**Expand Data Contributions to OBIS**

Broaden and enhance OBIS's data pool to improve global marine biodiversity knowledge.

## Objective 3

**Secure Sustainable Funding**

Ensure reliable financial resources to support OBIS's mission and growth.

## Objective 4

**Attract Strategic Collaborations**

Build impactful partnerships to strengthen OBIS's influence and capacity.

# Key communication outcomes

## Outcome 1

**OBIS is perceived a trustworthy source of marine biodiversity data**

OBIS is widely acknowledged as the authoritative, trusted platform for marine biodiversity data, setting global standards for excellence, and a growing number of stakeholders actively contribute high-quality data to OBIS.

## Outcome 2

**OBIS is perceived as a catalyst for meaningful, long-term stakeholder collaboration.**

OBIS enables meaningful, long-term collaborations with its stakeholders, who contribute to the data and integrate the infrastructure's resources into research, policy, and decision-making.

## Outcome 3

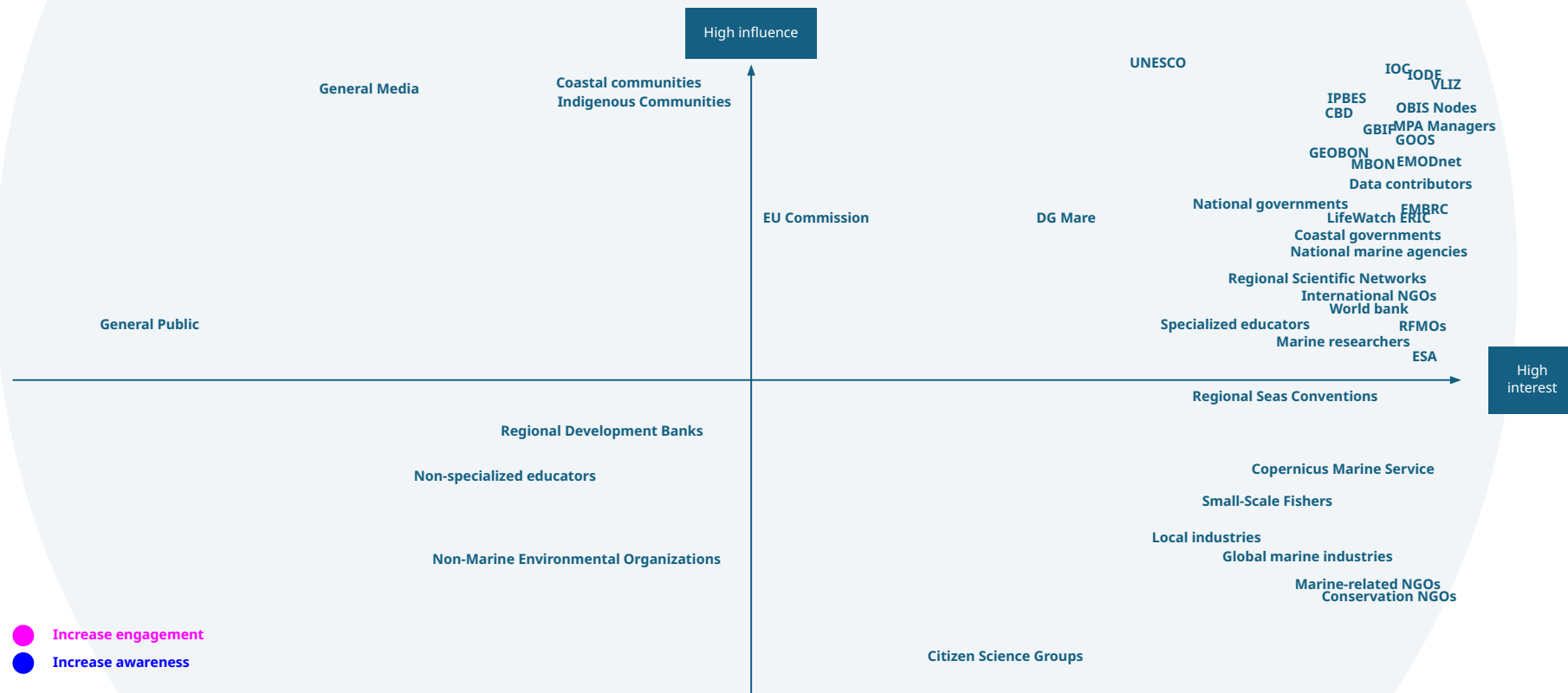
**OBIS is perceived as an infrastructure with real-world impact**

OBIS is recognized at local, regional, and global levels for translating marine biodiversity data into actionable solutions through pioneering tools like models, maps, eDNA, capacity-building initiatives and decision-supporting tools.

# Audiences

## Stakeholder mapping

(work in progress)



# Audiences Groups (AG) Overview

## **AG1. OBIS Nodes**

OBIS Nodes staff, PIs, Nodes managers, Nodes members.

## **AG2. UNESCO-related bodies, programmes and initiatives**

Programmes, initiatives, bodies part of the UNESCO ecosystem.

## **AG3. Policymakers and intergovernmental bodies**

Organizations and initiatives influencing global, regional, and national marine biodiversity policies and conservation frameworks

## **AG4. Data users and contributors**

Researchers, institutions, and organizations leveraging OBIS data or contributing high-quality biodiversity records to expand its resources.

## **AG5. Conservation stakeholders**

Organizations and networks implementing biodiversity conservation initiatives and marine spatial planning strategies.

## **AG6. Local and Indigenous stakeholders**

Communities, industries, and cultural groups directly connected to the ocean, whose livelihoods and traditions depend on marine biodiversity.

## **AG7. Educators and public engagement stakeholders**

Groups and individuals focused on raising awareness, educating others, and inspiring action to protect marine biodiversity.

## **AG8. Collaborative and interdisciplinary partners**

Organizations and initiatives that align with OBIS's open science principles and contribute to interdisciplinary approaches for marine biodiversity data integration and utilization.

## **AG9. Media, awareness and advocacy facilitators**

Organizations and platforms amplifying OBIS's mission, engaging audiences, and building public awareness of marine biodiversity challenges and solutions.

## **AG10. Funders**

Organizations, public or private, funding or with the potential to fund OBIS



# Audiences interest in OBIS and engagement mechanisms

Audience group	Interest in OBIS	Engagement mechanisms (existing and potential)
<b>OBIS Nodes</b>	Contribute to providing high-quality marine biodiversity data, benefit from the OBIS data collection processes (standardisation, training, ...), collaborate with regional and global initiatives, and access capacity-building opportunities, be part of a community and for the national Nodes, contribute to the BBNJ / GBF parties obligations	Highlight through stories, coordination meetings, OBIS discourse board, 1-to-1 meetings, regions workshops, Nodes Newsletter
<b>UNESCO-related bodies, programmes and initiatives</b>	OBIS contributes to UNESCO's efforts for driving evidence-based change, impulsing evidence-based marine conservation actions and policymaking, driving citizen engagement on biodiversity issues, creating science-based impact	Raising OBIS awareness at UNESCO via official channels (awareness campaign?), OBIS-led/UNESCO-branded policy briefs and factsheets
<b>Policymakers and intergovernmental bodies</b>	Access actionable biodiversity insights and tools to support evidence-based policymaking, marine spatial planning, and national contributions to global conservation frameworks	Listen to policymakers needs for marine biodiversity tools, policy briefs and factsheets, articles, SoMe, better valorisation of the OBIS products, upside events at policy conferences, on-demand product to match policymakers' needs
<b>Data users and contributors</b>	Access FAIR, high-quality marine biodiversity data, contribute to providing high-quality marine biodiversity data, benefit from the OBIS data collection processes (standardisation, training, ...), benefit from the OBIS tools	Tutorials, improved data access and data submission Ux/UI on obis.org
<b>Conservation stakeholders</b>	Access essential biodiversity data, actionable insights and practical tools for marine conservation planning, management and actions	Articles, SoMe

# Audiences interest in OBIS and engagement mechanisms

Audience group	Interest in OBIS	Engagement mechanisms
<b>Local and Indigenous stakeholders</b>	Access to marine biodiversity data and tools relevant to their environments supporting marine conservation planning, management and actions to support a sustainable local marine environment, marine-facing livelihoods and traditional knowledge.	Articles, use cases, better product visibility, side events at relevant conferences to promote OBIS products, participation to regional dialogues and regional forums
<b>Educators and public engagement stakeholders</b>	Access ready-to-use educational resources to promote data-based ocean biodiversity literacy and engage learners with real-world biodiversity insights	Dedicated resource hub on obis.org, OBIS Ocean education topical kits, partnerships with educators' associations, partnerships with ocean education initiatives
<b>Collaborative and interdisciplinary partners</b>	Explore cross-disciplinary collaboration to integrate marine biodiversity data, insights and tools into broader environmental and scientific projects	Articles, join use cases, better product visibility, joint policy briefs and factsheets
<b>Media, awareness and advocacy facilitators</b>	Explore compelling stories, tools and insights to support media coverage, education and advocacy campaigns on ocean and biodiversity issues	Articles, SoMe, 1-to-1 contact with journalists to promote specific topics (models, eDNA, ...)
<b>Funders</b>	Contribute to reinforcing the world's largest open-access platform for marine biodiversity data to drive science, conservation, informed decision-making and education	Impact report, funding brochure/ funding reworked pledge page on obis.org, funding strategy

# Tone of voice

## for copy, image, sound, video

### Positive

Inspires confidence and optimism, showcasing OBIS's progress and contributions to marine conservation and biodiversity.

### Problem-solving

Positions OBIS as a practical and impactful resource for addressing real-world challenges in ocean conservation, policy, capacity building and science.

### Future-facing

Emphasizes OBIS's leadership in driving innovation and shaping the future of biodiversity science and marine conservation.

### Human-focused

Highlights personal stories, societal benefits, and tangible impacts to connect with stakeholders on an emotional level.

### Inclusive

Welcomes diverse perspectives and expertise, ensuring all stakeholders—local, regional, and global—feel part of OBIS's mission.

# Message house

**Roof** OBIS is the world's largest open-access platform for marine biodiversity data, driving science, conservation, and informed decision-making.

**Pillars**

1. Data: Accessibility, trustability & actionability (Inform + Demonstrate)
2. Connection: Partnerships, stakeholders & community engagement (Engage + Advocate)
3. Impact: Innovation, capacity building, decision-support, contributions (Inform + Demonstrate + Advocate)

**Foundations**

A community of Nodes supporting regional and global collaboration.  
Over 70 million records from 2,000+ datasets, showcasing global data coverage.  
Advanced decision-support solutions contributing to address pressing biodiversity issues.  
Partnerships with leading organizations: GBIF, MBON, IOC-UNESCO, LifeWatch ERIC, and others.  
Contributions to global frameworks like IPBES assessments, SDGs, and marine biodiversity observation networks.  
Cutting-edge tools like the eDNA dashboard to integrate emerging technologies into marine biodiversity monitoring.

# Main communication tracks

## Data

Accessibility, trustability  
& actionability

We are a global community supporting Open Science, FAIR and CARE principles, constantly improving marine biodiversity data standards and processes.

## Connection

Partnerships, stakeholder  
& community engagement

We connect and engage with our community and stakeholders to advance marine biodiversity science and its applications.

## Impact

Contributions, solutions  
& capacity building

We transform marine biodiversity data into actionable solutions, driving innovation, building capacity, and supporting global, regional, and local conservation efforts.

# Messaging framework: building blocks

## Inform, Demonstrate, Engage, Advocate

### Inform **Build awareness about OBIS**

Share essential information about OBIS, its tools, projects, and achievements to establish its authority in marine biodiversity.

### Demonstrate **Show the value of OBIS**

Highlight the practical applications, actionability and impacts of OBIS products, tools and data to inspire trust and interest.

### Engage **Encourage interactions with OBIS**

Actively involve OBIS's community and audiences in its mission, whether by using its tools, providing feedback, or participating in collective efforts.

### Advocate **Increase OBIS influence**

Position OBIS as a leading force in marine biodiversity by showcasing its role in addressing global challenges and driving high-impact conservation solutions.

## Action lines and outreach paths

The insights from the following four pages are summarized in an easy-to-read recapitulating table and a production planning **available here**.

## Main communication tracks

# Data Accessibility, trustability and actionability

Communication Objectives	CO1. Enhance OBIS's visibility and credibility	CO2. Expand data contributions to OBIS	CO3. Secure sustainable funding	CO4. Attract strategic collaborations
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### Action lines (Communication objective / Action / Building block / Audience groups)

**CO1, CO2, CO4** / Enhance OBIS website UI/UX for accessibility and readability / **Inform** / AG1, AG3, AG4, AG6, AG7  
**CO2** / Develop feedback-based tailored tutorials on how to use OBIS data / **Engage** / AG1, AG3, AG4, AG5, AG6, AG7  
**CO1-4** / Demonstrate data transparency ("Visible transparency") / **Demonstrate** / AG2, AG3, AG4, AG8, AG10  
**CO2** / Deploy localization efforts for global accessibility / **Engage** / AG4, AG5, AG6, AG7  
**CO1-4** / Improve access to dashboards and products / **Demonstrate** / AG1, AG2, AG3, AG4, AG7  
**CO2** / Develop supporting toolkits for new and existing contributors / **Engage** / AG1, AG3, AG4, AG5, AG7  
**CO1-4** / Promote a global data culture through accessibility events / **Advocate** / AG2, AG5, AG6, AG7, AG8

### Outreach paths (Communication objective / Topic / Channel / Building block / Audience groups)

**CO1** / "What's in an OBIS dataset?" / Article + SoMe / **Inform** / AG3, AG4, AG6, AG8  
**CO1** / "What is Darwin Core?" / SoMe / **Inform** / AG3, AG4, AG6, AG7  
**CO1** / "What makes OBIS data trustworthy and reliable?" / Article + SoMe / **Demonstrate** / AG1, AG2, AG3, AG4, AG8  
**CO1-4** / "Standardizing marine biodiversity data globally" / Articles + SoMe / **Inform** / AG1, AG2, AG3, AG4, AG7  
**CO1, CO2, CO4** / "From collection to dissemination: the journey of OBIS data" / Article + SoMe / **Engage** / AG1, AG3, AG4, AG5, AG7  
**CO1** / "FAIR Data: Why it matters for marine science" / SoMe / **Inform** / AG1, AG3, AG4, AG6, AG7  
**CO1** / Weekly data on random marine animals / SoMe / **Engage** / AG4, AG6, AG8  
**CO1, CO2** / Field notes from observation expeditions / SoMe / **Engage** / AG1, AG4, AG5, AG6, AG8  
**CO1, CO2** / "Human Data": portraits of OBIS researchers / SoMe + Articles / **Inform** / AG1, AG3, AG4, AG6, AG8  
**CO1-4** / "How OBIS data contributes to global marine policies" / Article + SoMe with schema / **Demonstrate** / AG1, AG2, AG3, AG4, AG8  
**CO1-4** / "OBIS success stories: From data to impact" / Case studies, Articles, videos / **Demonstrate** / AG1, AG2, AG3, AG4, AG5  
**CO1-4** / "OBIS Ocean Education" / SoMe, downloadable teaching kits / **Engage** / AG5, AG6, AG7  
**CO1** / "OBIS data bonks" / Weekly data snippets on SoMe / **Engage** / AG4, AG6, AG8  
**CO1** / "Shifting baselines: Marine biodiversity then and now" / Articles + SoMe / **Inform** / AG4, AG5, AG6, AG8

### Audience groups:

**AG1** OBIS Nodes  
**AG2** UNESCO-related bodies, programmes and initiatives  
**AG3** Policymakers and intergovernmental bodies  
**AG4** Data users and contributors  
**AG5** Conservation stakeholders  
**AG6** Local and Indigenous stakeholders  
**AG7** Educators and public engagement stakeholders  
**AG8** Collaborative and interdisciplinary partners  
**AG9** Media, awareness and advocacy facilitators  
**AG10** Funders



## Main communication tracks

# Connection Partnerships, stakeholder & community engagement

Communication Objectives	CO1. Enhance OBIS's visibility and credibility	CO2. Expand data contributions to OBIS	CO3. Secure sustainable funding	CO4. Attract strategic collaborations
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### Action lines (Communication objective / Action / Building block / Audience groups)

**CO1** / DataStories: call to Nodes to tell stories behind datasets / **Engage** / AG1, AG3, AG4, AG7  
**CO1, CO2** / Nodes in action: showcase Nodes projects and actions / **Demonstrate** / AG1, AG3, AG4, AG6, AG8  
**CO1, CO3, CO4** / Improve partnership visibility/awareness with VLIZ / **Engage** / AG2, AG3, AG5, AG8  
**CO1, CO3, CO4** / Improve partnership visibility/awareness with Flanders / **Engage** / AG2, AG3, AG5, AG8  
**CO1, CO3, CO4** / Improve connection/visibility within IOC / **Engage** / AG1, AG2, AG3  
**CO1, CO3, CO4** / Improve connection/visibility within UNESCO / **Engage** / AG2, AG3, AG8  
**CO1-4** / The OBIS Timeline: visualizing progress and milestones / **Inform** / AG1, AG3, AG6, AG8  
**CO1, CO2** / Promote Coordination Groups actions / **Engage** / AG1, AG3, AG7, AG8  
**CO1-4** / OBIS Stakeholder Surveys and Feedback Sessions / **Engage** / AG1, AG3, AG4, AG5, AG7  
**CO2** / Interactive Q&A Sessions with Nodes / **Engage** / AG1  
**CO1-4** / The OBIS Network: building regional connections between Nodes / **Advocate** / AG1, AG3, AG4, AG10  
**CO1-4** / Improve Node profiles to showcase contributions and expertise / **Inform** / AG1, AG3, AG4, AG7  
**CO1-4** / OBIS Ambassadors / **Engage+Inform** / AG1-10  
**CO1, CO2** / Facilitate uptake on OBIS Discourse / **Engage** / AG1, AG3, AG4, AG7

### Outreach paths (Topic / Channel / Building block / Audience groups)

**CO1, CO2** / Numbers of the week: highlight the latest datasets / **Inform** / AG1, AG3, AG4, AG8  
**CO1, CO2** / "The Faces of OBIS: Meet the Community" / Articles + SoMe / **Engage** / AG1, AG2, AG6, AG7  
**CO1-4** / "Collaboration in Action: OBIS partnerships (GBIF, GOOS, ...)" / Articles + SoMe / **Demonstrate** / AG1, AG3, AG4, AG6, AG8  
**CO1-4** / "Nodes Spotlight: Regional Initiatives Driving Global Impact" / Article + SoMe / **Inform** / AG1, AG2, AG3, AG7  
**CO1-4** / "Building Bridges: OBIS Collaborations Across Borders" / Infographics + article / **Demonstrate** / AG1, AG2, AG3, AG6, AG7  
**CO1-4** / "25 years of OBIS history: Building a global community for marine biodiversity" / Article + SoMe / **Inform** / AG1-10

### Audience groups:

**AG1** OBIS Nodes  
**AG2** UNESCO-related bodies, programmes and initiatives  
**AG3** Policymakers and intergovernmental bodies  
**AG4** Data users and contributors  
**AG5** Conservation stakeholders  
**AG6** Local and Indigenous stakeholders  
**AG7** Educators and public engagement stakeholders  
**AG8** Collaborative and interdisciplinary partners  
**AG9** Media, awareness and advocacy facilitators  
**AG10** Funders

## Main communication tracks

# Impact Contributions, solutions & capacity building 1/2

Communication Objectives	CO1. Enhance OBIS's visibility and credibility	CO2. Expand data contributions to OBIS	CO3. Secure sustainable funding	CO4. Attract strategic collaborations
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### Action lines (Communication objective / Action / Building block / Audience groups)

**CO1-4** / Develop capacity-building content tailored to underrepresented regions / **Engage** / AG2, AG4, AG5, AG6, AG7

**CO1-4** / Use cases matching pressing societal needs: reorganize use cases in thematics / **Inform + Demonstrate** / AG1, AG3, AG4, AG5, AG7

**CO1-4** / Showcase innovative applications of OBIS data in marine policy and conservation / **Demonstrate** / AG1, AG3, AG5, AG6, AG8

**CO1-4** / Showcase how OBIS implements solutions answering pressing needs / **Demonstrate** / AG1, AG2, AG3, AG4, AG5, AG7

**CO1-4** / Create toolkits for integrating OBIS data into decision-making processes / **Inform** / AG1, AG3, AG4, AG5, AG7

**CO1-4** / OBIS Policy Briefs / **Inform** / AG1, AG3, AG4, AG5, AG8

**CO1-4** / OBIS Annual Impact Report / **Inform** / AG1, AG2, AG3, AG7, AG10

**CO1-4** / Promote OBIS's role in advancing eDNA / **Inform** / AG1, AG4, AG5, AG6, AG7, AG8

**CO1-4** / Promote OBIS's role in advancing species distribution models / **Inform** / AG1, AG4, AG5, AG6, AG7

**CO1-4** / Promote OBIS's role in creating solutions for decision-support / **Inform** / AG1, AG3, AG4, AG5, AG6, AG7

**CO1-4** / Share success stories of OBIS-driven solutions to regional biodiversity challenges / **Demonstrate** / AG2, AG3, AG4, AG5, AG7

**CO1-4** / Promote interdisciplinary research collaborations leveraging OBIS data / **Inform** / AG1, AG2, AG4, AG6, AG7, AG8

**CO1-4** / Develop educational resources integrating OBIS data+products / **Inform, Engage** / AG1, AG4, AG5, AG6, AG7

**CO1-4** / How OBIS innovations are addressing marine biodiversity gaps / **Demonstrate** / AG3, AG5, AG6, AG7, AG8

**CO1-4** / Promote OBIS's open-access approach / **Advocate** / AG1, AG2, AG5, AG6, AG7, AG8

**CO1-4** / Launch global campaigns emphasizing OBIS's impact on biodiversity science / **Advocate** / AG1, AG2, AG3, AG7, AG10

### Audience groups:

**AG1** OBIS Nodes

**AG2** UNESCO-related bodies, programmes and initiatives

**AG3** Policymakers and intergovernmental bodies

**AG4** Data users and contributors

**AG5** Conservation stakeholders

**AG6** Local and Indigenous stakeholders

**AG7** Educators and public engagement stakeholders

**AG8** Collaborative and interdisciplinary partners

**AG9** Media, awareness and advocacy facilitators

**AG10** Funders

## Main communication tracks

# Impact Contributions, solutions & capacity building 2/2

Communication Objectives	CO1. Enhance OBIS's visibility and credibility	CO2. Expand data contributions to OBIS	CO3. Secure sustainable funding	CO4. Attract strategic collaborations
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### Outreach paths (Communication objective / Topic / Channel / Building block / Audience groups)

**CO1-4** / Highlight OBIS contributions to global biodiversity targets (e.g., SDGs, CBD, IPBES) / **Advocate** / AG1, AG2, AG3, AG7, AG10

**CO1-4** / "What does OBIS contribute to?" / Article + Infographic + SoMe / **Inform** / AG1, AG2, AG3, AG4, AG7

**CO1-4** / "OBIS decision-support solutions" / Article + SoMe / **Inform** / AG1, AG2, AG3, AG4, AG7

**CO1-4** / "The OBIS eDNA revolution" / Article + SoMe / **Inform** / AG1, AG2, AG3, AG4, AG7

**CO1-4** / "OBIS biodiversity forecast capacity" / Article + SoMe / **Inform** / AG1, AG2, AG3, AG4, AG7

**CO1-4** / "Why improving EOVS matter?" / Article + SoMe / **Inform** / AG1-7

**CO1-4** / "Invasive species: Tracking threats with OBIS solutions" / Infographics + SoMe / **Demonstrate** / AG1, AG3, AG4, AG5

**CO1-4** / "OBIS & the deep-sea diversity" / Article + SoMe / **Engage** / AG1-7

**CO1-4** / "Empowering the Global South: No one left behind" / Interview series + SoMe / **Inform + Advocate** / AG1-7, AG10

**CO1-4** / "How can OBIS boost citizen science?" / Article + SoMe / **Inform** / AG1-7

**CO1-4** / "National inventories & OBIS" / SoMe + infographic / **Inform** / AG1, AG2, AG3, AG5, AG7

**CO1-4** / "My Ocean Data series: Stories from data scientists" / Short video series + SoMe / **Inform + Engage** / AG1, AG2, AG5, AG6, AG7

**CO1-4** / "Regional Success Stories: OBIS Solutions in Action" / Case studies article + SoMe / **Demonstrate** / AG1, AG3, AG4, AG7

**CO1-4** / "Capacity Building with OBIS: Training the Next Generation of Researchers" / Article + SoMe / **Engage** / AG1, AG2, AG5, AG6, AG7

**CO1-4** / "Closing the Gaps in Marine Biodiversity Data: OBIS's Innovations" / Infographic + Article / **Demonstrate** / AG1, AG3, AG4, AG6, AG7, AG8

### Audience groups:

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# Social media strategy



# Social media strategy

## Goals

### Support **Contribute to the communication objectives**

Social media content aligns with the OBIS Communication Strategy and ensures that all strategic messages reach the right audiences.

→ **Maintain a consistent voice, strengthen brand identity, and effectively communicate OBIS's impact across platforms.**

### Listen **Pay attention to the surroundings**

Stay connected with the OBIS community and relevant stakeholders by being aware of the content posted by the OBIS community and relevant stakeholders, especially noting personal achievements, ongoing discussions and trends.

→ **Remain responsive, detect needs, gather intel**

### Engage **Make the discussion flow**

Act as "the good friend" who actively likes, comments, asks questions, acknowledges contributions, reposts relevant content, and thoughtfully tags and mentions others.

→ **Builds bonds, improve perception, position OBIS an ally**

### Educate **Share marine biodiversity data insights**

Share knowledge and insights about marine biodiversity, data standards, products, observing technology, the people behind the data to broader audiences.

→ **Inspire, raise awareness, initiate curiosity, improve understanding of marine science**

# Social media strategy Metrics

## Engagement Rate by Reach

Percentage of people who engaged (likes, comments, shares, saves) compared to those who saw the post.

→ **Maintain a 5%+ engagement rate**

## Conversation Rate

Average number of comments and replies per post.

→ **Encourage 1+ comment per post as a baseline for dialogue**

## Content Amplification Rate

Ratio of shares per post compared to total followers.

→ **Aim for an amplification rate of 0.5%+ to track content virality**

## Follower Growth Rate

Percentage increase in followers per month, calculated by dividing new followers by the total followers from the previous month

→ **Aim for a 1-2% monthly growth rate as a healthy baseline**

# Social media strategy

## Channel hierarchy

### LinkedIn

Primary channel  
→ Main public platform

**Messaging style:** punchy professional, with limited use of emojis, on-brand tone of voice (see slide 11), long and structured content, carousels

**Audience:** all audience groups, with a strong focus on interconnectedness

**Content:** major achievements, strategic messages (decision-support tools, OBIS contributions, ...), standalone messages (data bonks, animal of the week), promotion of major events if at least two weeks ahead, limit the repeats (save the date, reminder, last call)

**Voice perception:** Leading, authoritative, reliable

**Frequency:** one post/day max, reposts with thoughts only

**Mentions:** highly encouraged

**Engagement:** high, mostly through comments

### X / Blue Sky

Secondary channels  
→ The quick insights platforms

**Messaging style:** limited casual, encouraged use of emojis, on-brand tone of voice (see slide 11), 280-character content, exact same messages posted on the two platforms

**Audience:** all audience groups, with a strong focus on Nodes interaction

**Content:** identical to LinkedIn + quick insights: smaller achievements, reports of participation (workshops, conferences, ...), promotion of all events without cut-off, project updates, ...

**Voice perception:** Engaging, approachable, community-driven, conversational

**Frequency:** no post or reposts limits

**Mentions:** highly encouraged

**Engagement:** limited on X, high on BlueSky, mostly through comments

### Instagram

Broad outreach channel  
→ Specific educative content

**Messaging style:** casual, encouraged use of emojis, on-brand tone of voice (see slide 11), long content, no-nonsensical

**Audience:** focus on general public

**Content:** stand-alone, uniquely packaged for Instagram with a focus on education and broad audiences

**Voice perception:** Engaging, approachable, educative

**Frequency:** one post per week, one story per week, limited reposts

**Mentions:** not compulsory

**Engagement:** limited, essentially one-way posting

# Social media strategy Planning

The dissemination plan and a production planning  
are available [here](#).

