OBIS Communication strategy

v4 / April 2025

unesco
Intergovernmental
Oceanographic
Commission

OBIS
OCEAN BIODIVERSITY
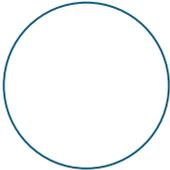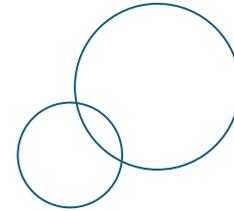INFORMATION SYSTEM

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
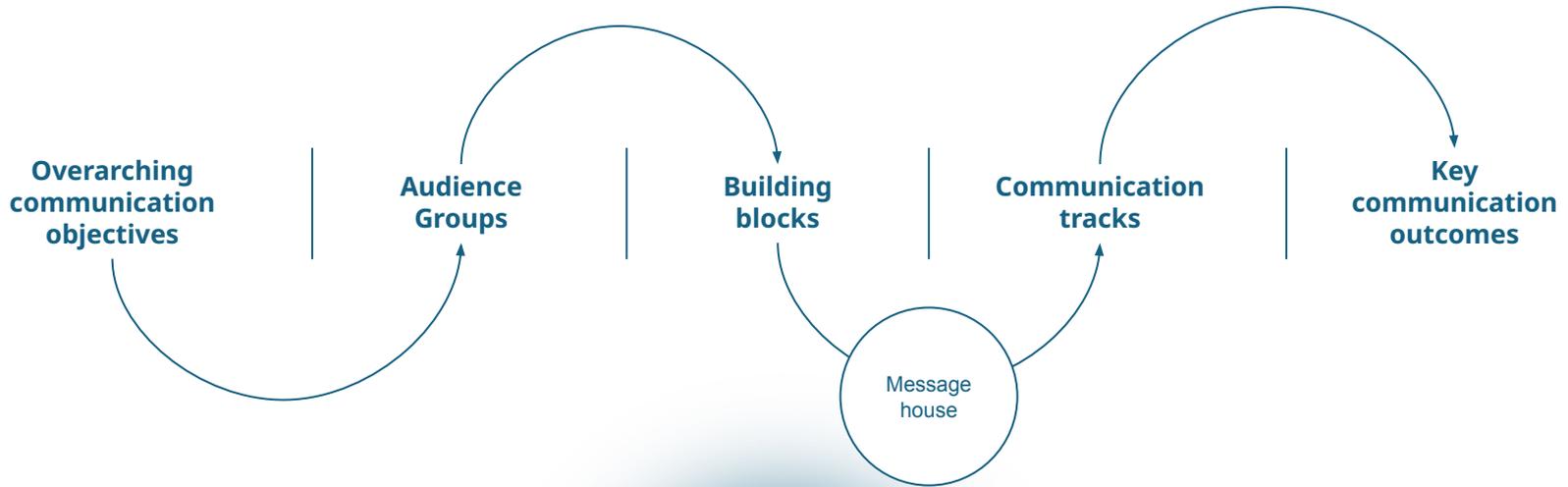
Overarching communication objectives

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.

unesco
Intergovernmental
Oceanographic
Commission

OBIS
OCEAN BIODIVERSITY
INFORMATION SYSTEM

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
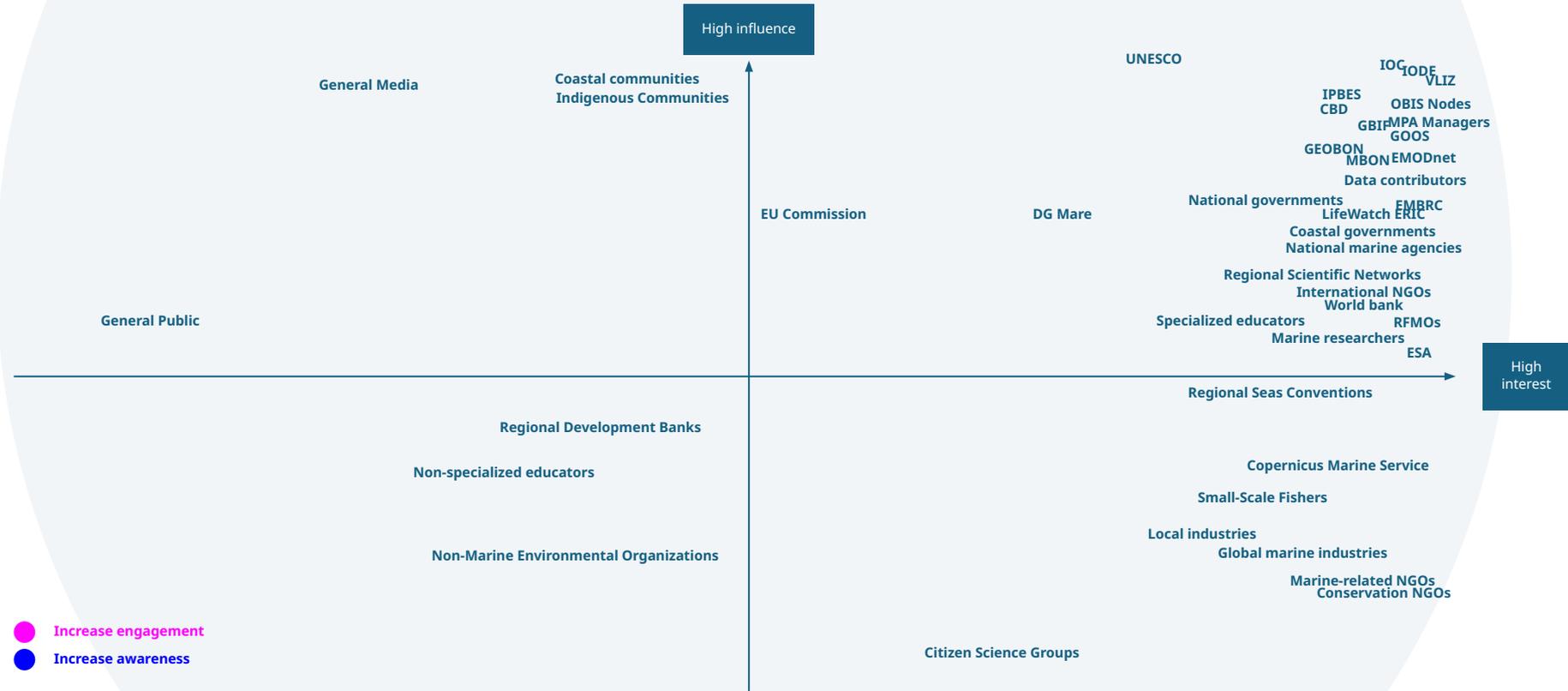
OBIS is perceived as an infrastructure with real-world impact

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.

unesco
Intergovernmental
Oceanographic
Commission

OBIS
OCEAN BIODIVERSITY
INFORMATION SYSTEM

Audiences
Stakeholder mapping
(work in progress)

High influence

UNESCO

General Media

Coastal communities
Indigenous Communities

IOC IODE
VLIZ

IPBES
CBD

OBIS Nodes
MPA Managers
GBIF
GOOS

GEOBON
MBON EMODnet
Data contributors

EU Commission

DG Mare

National governments
EMBRC
LifeWatch ERIC
Coastal governments
National marine agencies

Regional Scientific Networks
International NGOs
World bank

General Public

Specialized educators
RFMOs
Marine researchers
ESA

High
interest

Regional Seas Conventions

Regional Development Banks

Non-specialized educators

Copernicus Marine Service

Small-Scale Fishers

Local industries
Global marine industries

Non-Marine Environmental Organizations

Marine-related NGOs
Conservation NGOs

● **Increase engagement**

● **Increase awareness**

Citizen Science Groups

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)
OBIS Nodes	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
UNESCO-related bodies, programmes and initiatives	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
Policymakers and intergovernmental bodies	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
Data users and contributors	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
Conservation stakeholders	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
Local and Indigenous stakeholders	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
Educators and public engagement stakeholders	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
Collaborative and interdisciplinary partners	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
Media, awareness and advocacy facilitators	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, ...)
Funders	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.

unesco
Intergovernmental
Oceanographic
Commission

OBIS
OCEAN BIODIVERSITY
INFORMATION SYSTEM

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.

unesco
Intergovernmental
Oceanographic
Commission

OBIS
OCEAN BIODIVERSITY
INFORMATION SYSTEM

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.

unesco
Intergovernmental
Oceanographic
Commission

OBIS
OCEAN BIODIVERSITY
INFORMATION SYSTEM

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

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

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, C03, CO4/ Improve partnership visibility/awareness with VLIZ / **Engage** / AG2, AG3, AG5, AG8
CO1, C03, CO4/ Improve partnership visibility/awareness with Flanders / **Engage** / AG2, AG3, AG5, AG8
CO1, C03, CO4/ Improve connection/visibility within IOC / **Engage** / AG1, AG2, AG3
CO1, C03, 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

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

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

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

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 / I**nform + 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:

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

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**

unesco
Intergovernmental
Oceanographic
Commission

OBIS
OCEAN BIODIVERSITY
INFORMATION SYSTEM

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**.