



SOCIAL TOOLKIT



SOCIAL TOOLKIT

SOCIAL CARDS

TAGS & HANDLES

The **8th Our Ocean Conference** is taking place March 2–3, 2023.

#OurOceanPanama's theme - **Our Ocean, Our Connection** - draws on Panama's history and geographical position as being a point of connection between continents and between the Atlantic Ocean and the Pacific Ocean. The theme reinforces how the ocean connects us all, and how all Our Ocean conferences (past and future) are connected to create a movement that produces tangible results.



**USE THIS TOOLKIT TO STAY CONNECTED
AND JOIN THE CONVERSATION**

SAVE THE DATE
2-3 MARCH 2023
#OurOceanPanama

OUR OCEAN
PANAMA - MARCH 2-3, 2023
OUR OCEAN, OUR CONNECTION

FOLLOW US



#OurOceanPanama
#OurOceanOurConnection

COMMITMENTS

Call for progressive, measurable, and impactful commitments for ocean sustainability



Commitments & progress updates accepted until **January 30th, 2023**

#OurOceanPanama

SAMPLE POSTS

SHARE THE SUGGESTED TWITTER POSTS



 COUNTDOWN to [#OurOceanPanama](#)! The Republic of Panama  will be the 1st Central American country to gather governments, civil society and businesses with the goal of developing solutions for [#OurOcean](#).

➔ Visit <https://bit.ly/OurOceanPanama>

➔ Follow [@OurOceanPanama](#)



CLICK TO TWEET

The call for organising [#OurOceanPanama](#) Side Events is open. The 8th [#OurOcean](#) Conference invites proposals for [#SideEvents](#) and Exhibition Booths that highlight concrete actions to help address the main threats facing our ocean. See how to apply here:


https://bit.ly/OurOceanPanama_SideEvents

At the core of the [#OurOcean](#) conferences are concrete commitments for the safekeeping of our ocean.

Commitments and progress updates for [#OurOceanPanama](#) are accepted until January 30th.

https://bit.ly/OurOceanPanama_Commitments

The [#OurOcean](#) Youth Leadership Summit [#OurOceanYLS](#) in cooperation with

[@SOAlliance](#) will take place in Panama  26 Feb–1 Mar 2023 as an integral part of [#OurOceanPanama](#) to showcase youth-led entrepreneurial and innovative ideas for ocean action: <https://bit.ly/OurOceanYLS>

OUR OCEAN, OUR CONNECTION

Panama has built a global reputation as being a link between the two sides of the world - a point of connection between continents and across oceans. The conference theme - **Our Ocean, Our Connection** - is inspired by the fact that all the continents and peoples of the world are linked to the ocean.

We are inviting you to **share YOUR connection with the Our Ocean conference and the ocean in general** on social media before, during and after **#OurOceanPanama** to join the conversation.



Use your own words or share one of the social posts below on Twitter tagging **@OurOceanPanama** to answer the question:

WHAT'S YOUR #OUROCEAN CONNECTION?

My connection with **#OurOceanPanama** is my contribution to what the **#OurOcean** community helps achieve: Impactful commitments that create tangible results. What's your **#OurOceanOurConnection** **@OurOceanPanama**?

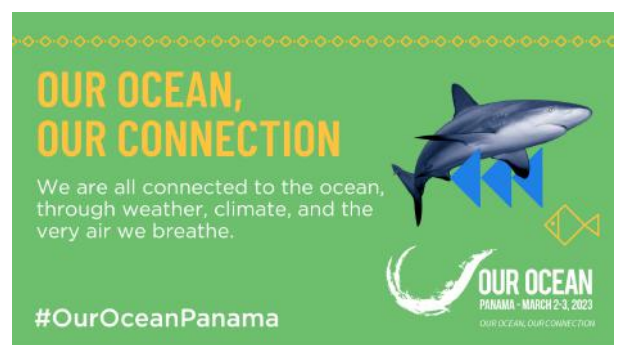
[CLICK TO TWEET](#)

My connection with **#OurOceanPanama** is a commitment to building on what the **#OurOcean** community helps achieve: tangible results for a healthy ocean. What's your **#OurOceanOurConnection** **@OurOceanPanama**?

[CLICK TO TWEET](#)

I'm connected with **#OurOcean** because the ocean connects us all. From the air we breathe to the food we eat, the ocean is involved every step of the way. What's your **#OurOceanOurConnection**? **#OurOceanPanama** **@OurOceanPanama**

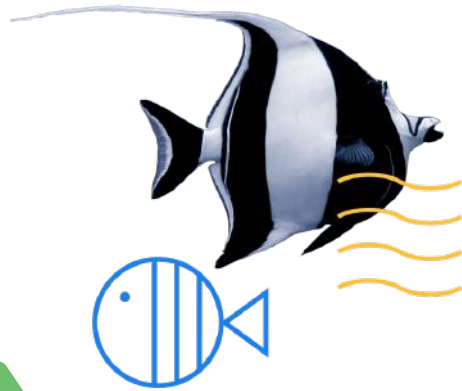
[CLICK TO TWEET](#)



SOCIAL CARDS

DOWNLOAD

DOWNLOAD THE SOCIAL CARDS



SIDE EVENTS

Apply now for the Our Ocean 2023 call for proposals

Side events proposals must be submitted by **January 25th, 2023**

#OurOceanPanama

OUR OCEAN
PANAMA - MARCH 2-3, 2023
OUR OCEAN, OUR CONNECTION

A red social card with the text "SIDE EVENTS" in yellow. It includes a call to action to apply for proposals by January 25th, 2023, and the hashtag #OurOceanPanama. It features an illustration of a sea turtle and the "OUR OCEAN PANAMA" logo.

COMMITMENTS

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Commitments & progress updates accepted until **January 30th, 2023**

#OurOceanPanama

OUR OCEAN
PANAMA - MARCH 2-3, 2023
OUR OCEAN, OUR CONNECTION

A green social card with the text "COMMITMENTS" in yellow. It includes a call for commitments for ocean sustainability and a deadline of January 30th, 2023. It features an illustration of a toucan and the "OUR OCEAN PANAMA" logo.

MARINE POLLUTION

OUR OCEAN
PANAMA - MARCH 2-3, 2023
OUR OCEAN, OUR CONNECTION

#OurOceanPanama

A light green social card with the text "MARINE POLLUTION" in green. It features an illustration of a plastic bottle floating in water and the "OUR OCEAN PANAMA" logo.

YOUTH LEADERSHIP SUMMIT

OUR OCEAN
PANAMA - MARCH 2-3, 2023
OUR OCEAN, OUR CONNECTION

A white social card with a photo of a young woman and the text "YOUTH LEADERSHIP SUMMIT" in white. It features the "OUR OCEAN PANAMA" logo and a background image of a boat on water.

HASHTAGS



PRIMARY HASHTAG

#OurOceanPanama

SECONDARY HASHTAGS

2023 Theme:

#OurOceanOurConnection

Areas of Action:

#SustainableFisheries

#SmallScaleFisheries

#SustainableBlueEconomy

#ClimateAction

#MarinePollution

#PlasticsTreaty

#SustainableTourism



Ocean:

#SDG14 #SDGs #OceanDecade

#Agenda2030 #30x30

#OneOceanOnePlanet #Panama



PRIORITY HANDLES

- Janaina Tewaney, Panama Minister of Foreign Affairs [@JanainaGob](#)
- Autoridad de los Recursos acuáticos de Panama (ARAP) [@ARAP_Panama](#)
- Ministerio de Ambiente Panama [@MiAmbientePma](#)
- Cancilleria Panama (Panama Ministry of Foreign affairs) [@CancilleriaPma](#)
- Milciades Concepcion, Minister of Environment [@MConcepcionL](#)

[@OurOceanPanama](#)

President Laurentino Cortizo, President of Panama

TWITTER: [@NitoCortizo](#)

John Kerry, U.S. Special Presidential Envoy for Climate

TWITTER - [@ClimateEnvoy](#)

GOVERNMENT OF PANAMA

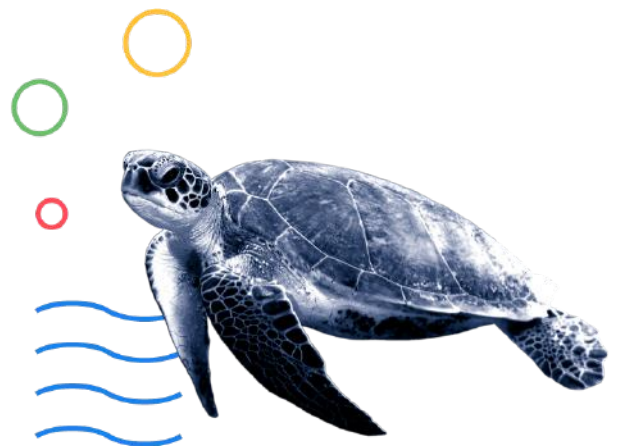


THANK YOU FOR JOINING THE CONVERSATION



STAY CONNECTING

[#OurOceanPanama](#)
[#OurOceanOurConnection](#)



SOCIAL MEDIA TOOLKIT



@OurOceanPanama





SOCIAL TOOLKIT

