



# Lessons learned: 2017 Ocean Conference communications

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#SaveOurOcean



THE  
**OCEAN  
CONFERENCE**  
UNITED NATIONS, NEW YORK, 5-9 JUNE 2017

- The 2017 Ocean Conference, held 5-9 June 2017 at UNHQ in New York, was aided by
  - World Environment Day (5 June)
  - World Oceans Day (8 June)
- Wide use of #SaveOurOcean
- UN DGC organized monthly themes leading up to conference
  - Oceans and people, pollution, biodiversity, climate change

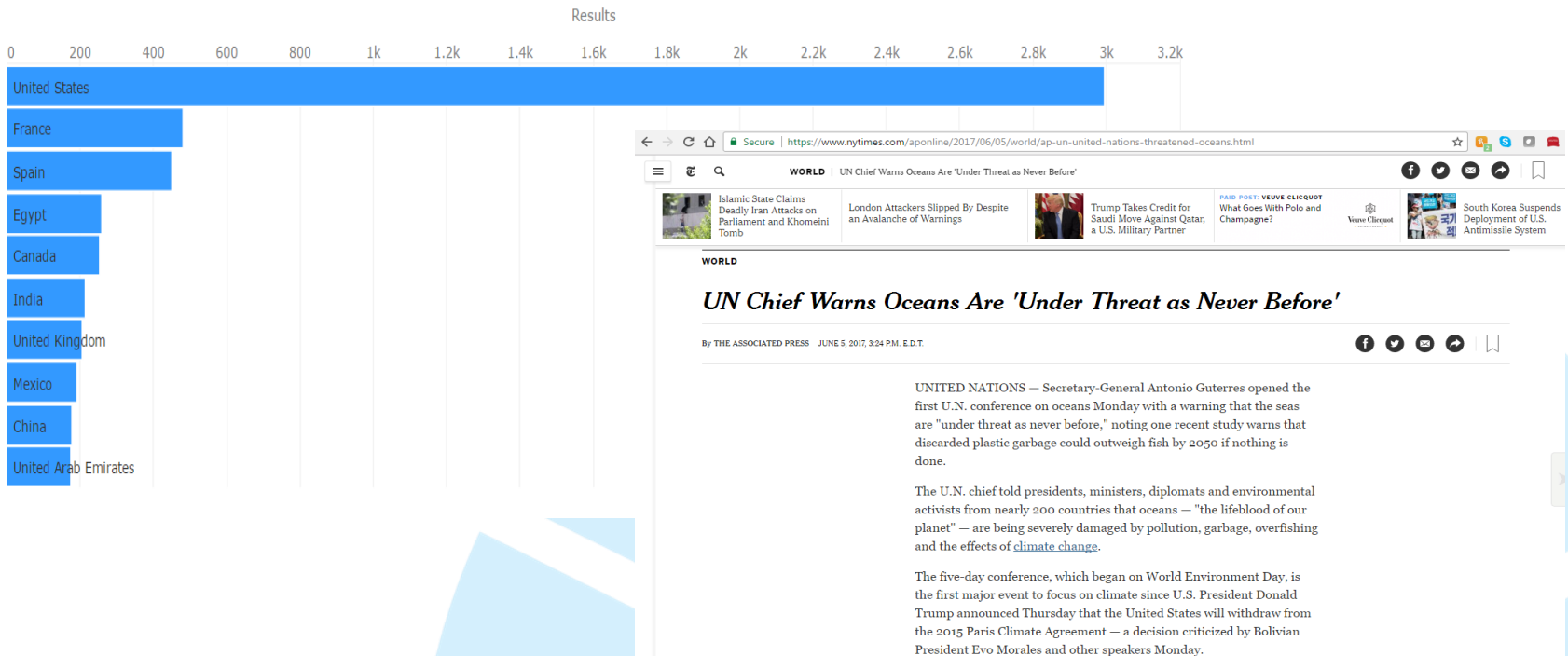
# Traditional media – what we did

- Press kit in 6 languages that included
  - 4 press releases + media advisory
  - 1 press conference with principals
  - 5 daily press briefings
  - backgrounders on Conference & SDG 14,
  - FAQs
- 4-day SDG Media Zone
- Webinar with global UN Information Centers
- Branding materials

# Traditional media – results

- Just under **8,000** press clippings from traditional media in UN languages excluding Chinese (1-11 June 2017)

Jun 1, 2017 - Jun 11, 2017



## Social media – what we did

- Four-month digital campaign prior to conference, focusing on one ocean issue per month: oceans and people, pollution, biodiversity and climate
- Social media kit for Conference distributed to UN system in 6 languages
  - Sample messages, digital cards, video interviews
- During the conference, conducted Facebook Lives with influencers, set up a photo booth, in addition to regular conference coverage on UN accounts
- Snapchat geofence frame

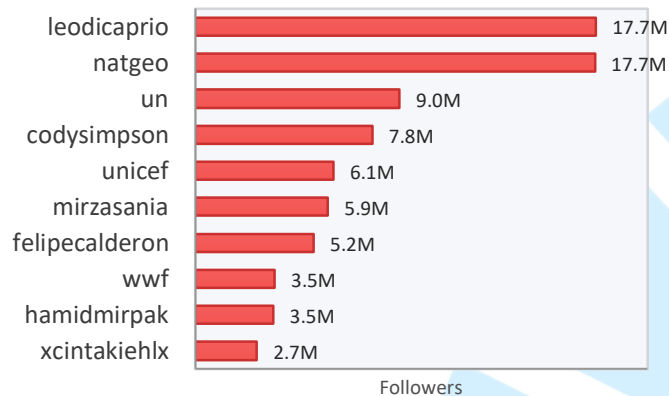


## Social media – results

- **126,780** tweets used #SaveOurOcean
- Resulting in a potential reach of **269 million** users
- On Instagram, #SaveOurOcean was included in **3,047** posts, reaching a potential audience of **37.2 million** unique users.



### Top Users by # of Followers





# Challenges/opportunities for 2020

## • CHALLENGES

- Away from UNHQ with its built-in media correspondents
- Happens apart from World Oceans Day
- Fewer UN staff on the ground

## • OPPORTUNITIES

- SG from Portugal
- Attractive location
- Includes World Environment Day
- Momentum on plastics issue



## Lessons learned

- Multilingualism is essential.
- Ensure hashtag is widely adopted by civil society.
- Involve media partners early.
  - Blog / podcast series
  - Reach out to social media companies directly
  - SDG Media Zone allows access point for a wider audience (youth, women, indigenous groups, creative economy)
- Focus on solutions to problems and “good news” messages.
- While we share one ocean, remember to note particular challenges of different regions.
- Branding materials are key – order early and make back-up plans.