

## **6MECM001W.2 Digital Media Project**

**Social media campaign**

**Topic: SDG14 Life Below Water**

**Platform: Instagram**

**Account link:**

[https://www.instagram.com/ocean\\_guardianss?igsh=NTc4MTIwNjQ2YQ](https://www.instagram.com/ocean_guardianss?igsh=NTc4MTIwNjQ2YQ)



**Target Audience:** young people active in social media, academic audience, passionate people, people directly related to the

environment, business beneficiaries.

we mainly focus on the etc. plastic and chemicals.

Post1



Welcome to Ocean Guardians, where we're dedicated to protecting our oceans and marine life from the threat of pollution. As guardians of the sea, it's our mission to raise awareness, inspire action, and drive positive change for our planet's most precious ecosystems. Join us on this journey as we dive into the world of

ocean conservation, share impactful stories, and empower each other to be stewards of our blue planet. Together, let's be the change we wish to see in the world.

Tags [#OceanGuardians](#)[#ProtectOurOceans](#)[#SustainableFuture](#)

Post link:

[https://www.instagram.com/p/C5FC595KR8j/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/C5FC595KR8j/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

Post2



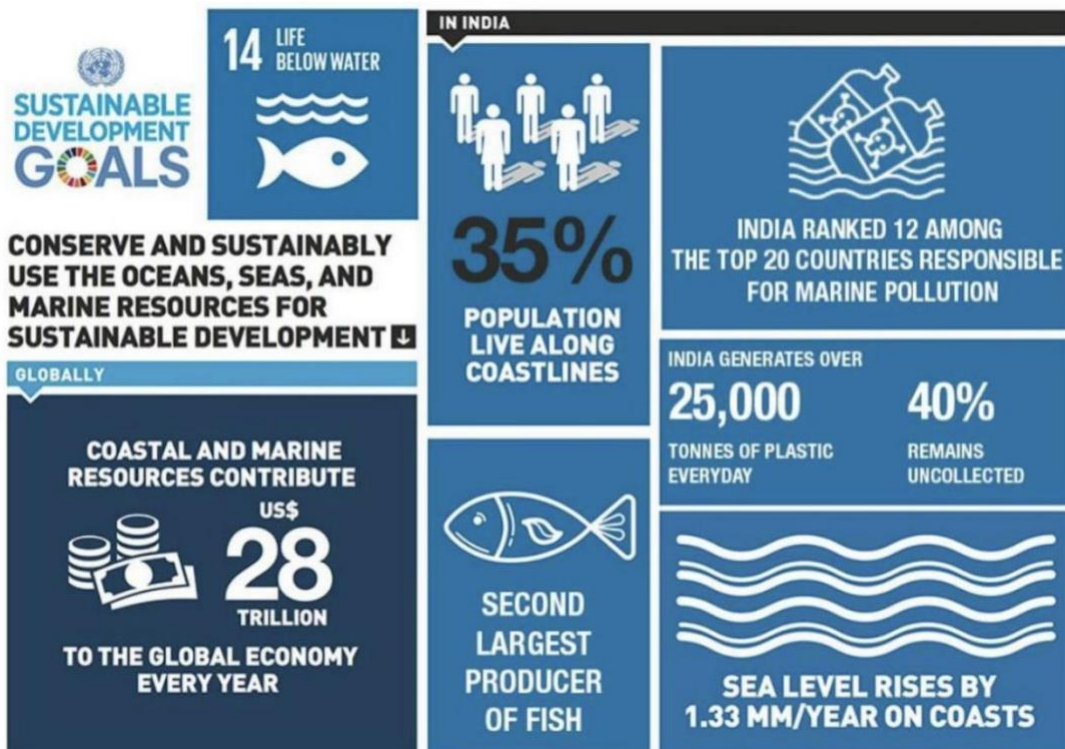
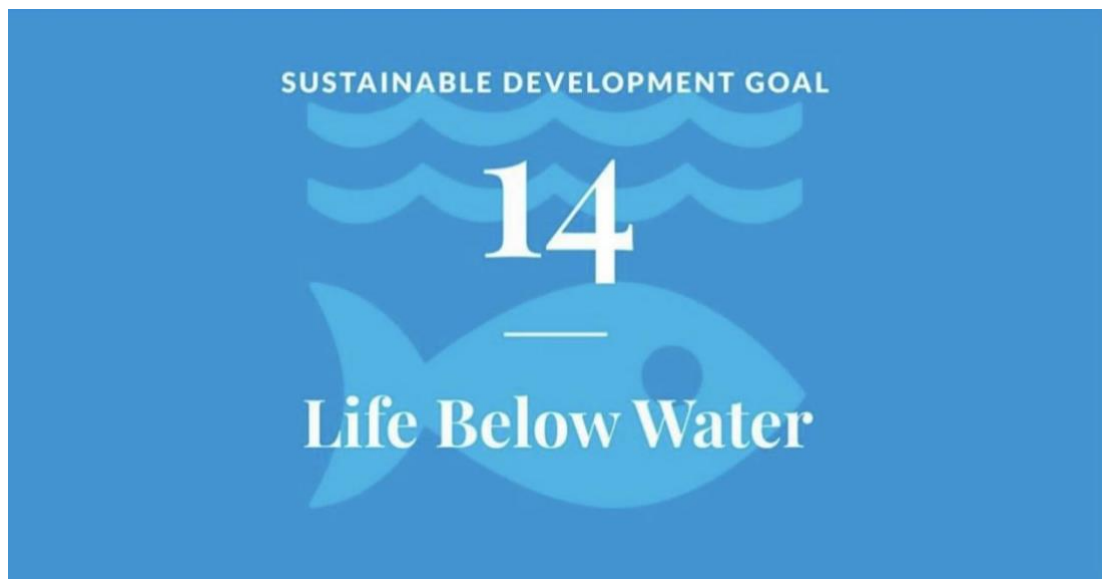
Our oceans face a big problem- trash everywhere hurts marine life. But we've got a solution! By using less plastic and cleaning up beaches, we can make a difference. Let's team up to protect our oceans!

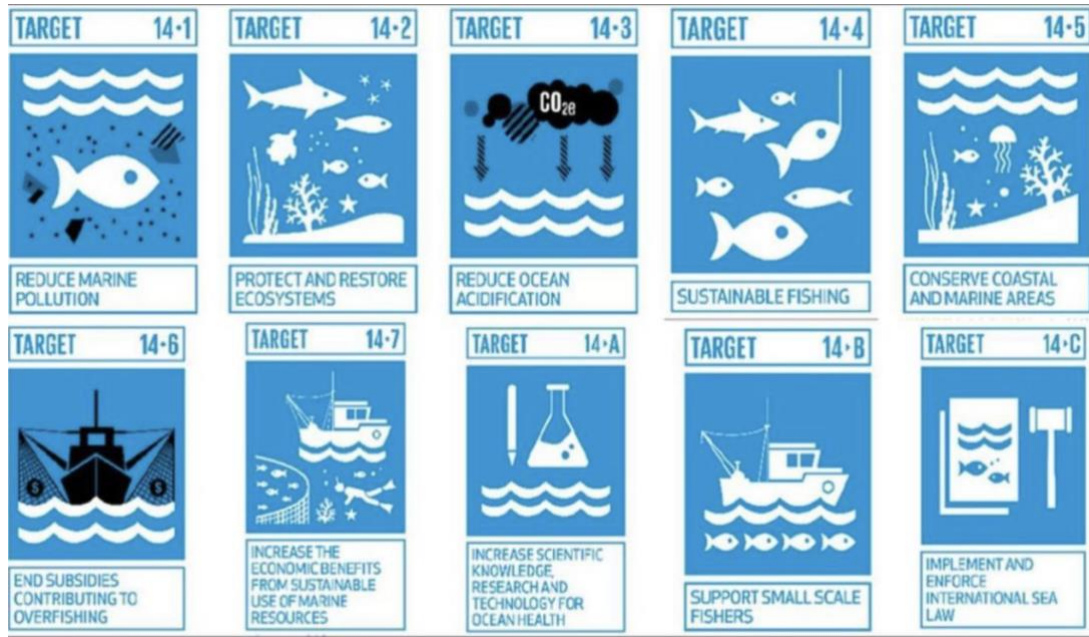
[#SaveOurOceans#CleanerSeas#TogetherWeCan](#)

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Post3





Prioritizing Ocean Issues! SDG 14 is all about protecting oceans and marine life for sustainable development. Why focus on oceans? They regulate our climate and hold vast scientific potential. Oceans are vast ecosystems with rich biodiversity, but they're facing challenges: Climate change: Oceans absorb CO<sub>2</sub> and heat, leading to marine heatwaves and coral bleaching. Plastic pollution: Millions of tons of plastic enter oceans annually, harming marine life and economies. Tourism and fisheries: Coastal tourism and fishing industries rely on healthy oceans. What can we do? Reduce plastic use and support ocean-friendly products. Advocate for better laws to protect marine ecosystems. Goals: Reduce marine pollution and restore ecosystems. Support sustainable fishing and tourism. Improve economic benefits for developing countries by 2030. [Link in Bio] Dive into our research for more insights!

Link : <https://sdg14-study-tx0rmt1.gamma.site/>

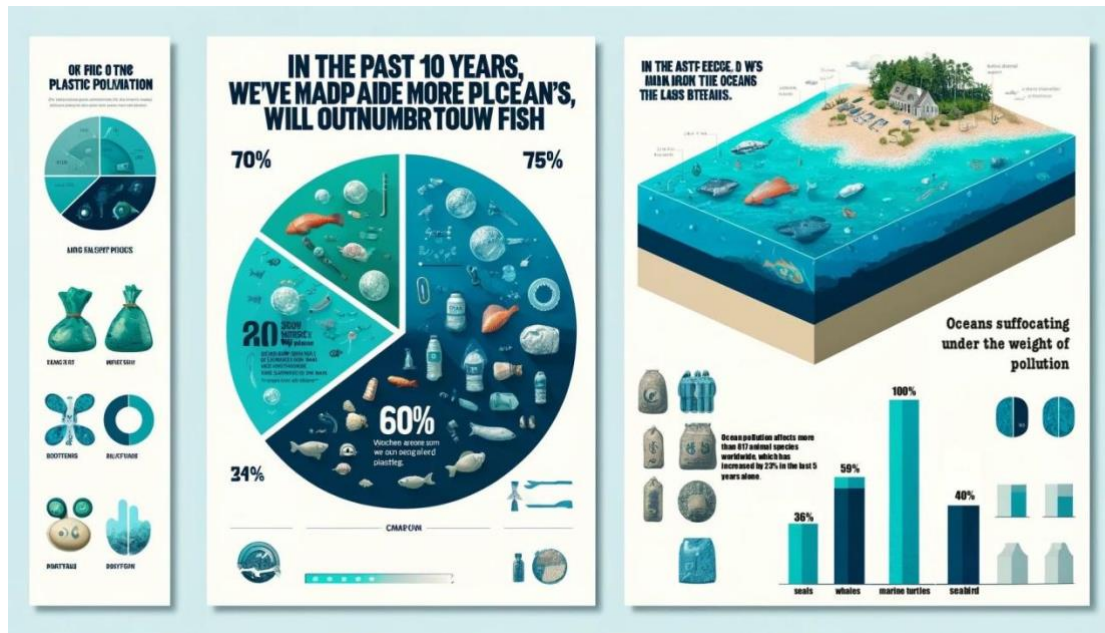
Tags [#SDG14](#)[#ProtectOurOceans](#)[#SustainableDevelopment](#)

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Post4





Crisis Below the Waves: Marine Pollution Alert Today, we shed light on a pressing issue lurking beneath the ocean's surface. Marine pollution threatens marine ecosystems and the countless lives they support. The Harrowing Reality: Imagine a thriving underwater world, home to diverse marine species. Now, envision the opposite – oceans suffocating under pollution. Marine plastic pollution affects 100% of marine turtles, 59% of whales, 36% of seals, and 40% of seabird species. The fallout? A domino effect jeopardizing marine life, disrupting the intricate marine food web crucial for oceanic and human health.

From Global Crisis to Personal Responsibility: This challenge, though monumental, is not insurmountable. Solutions begin with awareness and materialize through individual and collective action. Join us in advocating for robust ocean policies and supporting



responsible choices. Swipe left to grasp the full impact of pollution on our marine sanctuaries and discover actionable steps to forge a path to cleaner oceans. Together, let's anchor our efforts in science, stewardship, and sustainability.

Tags [#SaveOurOceans](#) [#ActNow](#)

Post link:

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Post5



Plastic debris can break down into tiny particles, entering the food chain and ending up on our plates. -By reducing plastic waste and choosing eco-friendly alternatives, we can protect both marine ecosystems and ourselves. Every small change makes a big difference! -Let's spread awareness and take action to ensure a cleaner, healthier future for all. Together, we can make waves of change!

Tags [#DidYouKnow](#)[#PlasticPollution](#)[#OceanAwareness](#)

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Post6







Discovering Coral Bleaching: An Artistic Expedition with Courtney Mattison Embark on a captivating journey into the realm of coral bleaching and climate change through the mesmerizing sculptures of artist Courtney Mattison. As we explore her intricate artworks, we confront the stark reality of coral reefs under stress, grappling with the devastating effects of rising ocean temperatures and pollution. Courtney's sculptures serve as poignant reminders of the fragility of our oceans, capturing the delicate beauty of marine life while highlighting the urgent need for conservation efforts. Through her creative process, she breathes life into her art, meticulously crafting each piece to evoke a sense of wonder and concern. Beyond their aesthetic appeal, Courtney's sculptures are catalysts for action,

inspiring viewers to become advocates for marine conservation.

Join us on this transformative expedition as we delve deep into the world of coral bleaching and emerge as champions for our oceans.

Tags [#CoralBleachingAwareness](#) [#ClimateAction](#)

Post link:

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Post7



**Joining Forces for a Healthier Ocean!** Sustainable Development Goal 14 beckons us to conserve and sustainably use ocean resources. Central to this goal is advancing scientific knowledge, research, and technology transfer crucial for ocean health. We align closely with the guidelines of the Intergovernmental

Oceanographic Commission, striving to improve ocean health and enhance marine biodiversity, with a special focus on benefiting developing countries and small island nations. Through initiatives like deep-sea exploration projects, we gain invaluable insights into marine ecosystems, enabling us to craft more effective conservation strategies. Innovations such as marine biotechnology, including seaweed farming and marine biopharmaceutical development, offer promising avenues for ocean health and sustainable utilization, driving both scientific progress and socioeconomic growth. Moreover, the integration of AI in marine conservation is gaining traction. Machine learning algorithms analyze marine biodiversity data, aiding scientists in better understanding and conserving biodiversity. AI technology facilitates precise ocean monitoring and forecasting, assisting managers in formulating conservation measures and promoting more efficient and eco-friendly marine resource utilization. Let's advocate for increased research and investment to bolster ocean scientific knowledge and promote the widespread application of AI technology in marine conservation and sustainable utilization. Together, through scientific understanding and collaboration, we can tackle oceanic challenges and achieve sustainable development goals. Join us in safeguarding our precious ocean

resources and forging a brighter future together! Tags

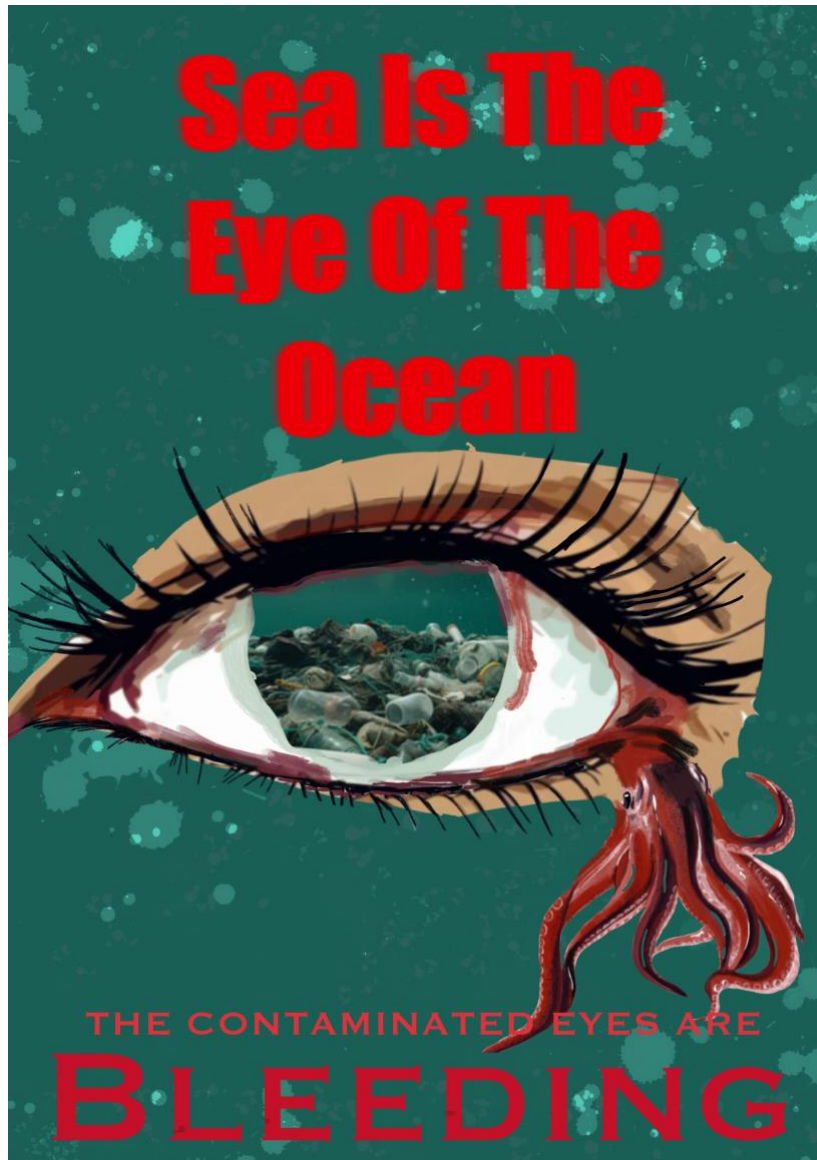
[#SDG14](#) [#OceanHealth](#) [#SustainableFuture](#)

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Post8





Everyone bears the responsibility to safeguard our oceans, constantly under threat of destruction.

Our design's core concept revolves around the metaphor of a bleeding eye, symbolizing the harm inflicted upon our oceans - akin to harming our own vision. The ocean, besieged by plastic waste, is depicted as an injured eyeball, while a crimson octopus signifies

blood. Our choice of dark hues conveys a sense of foreboding, serving as a stark warning and urgent call to action.

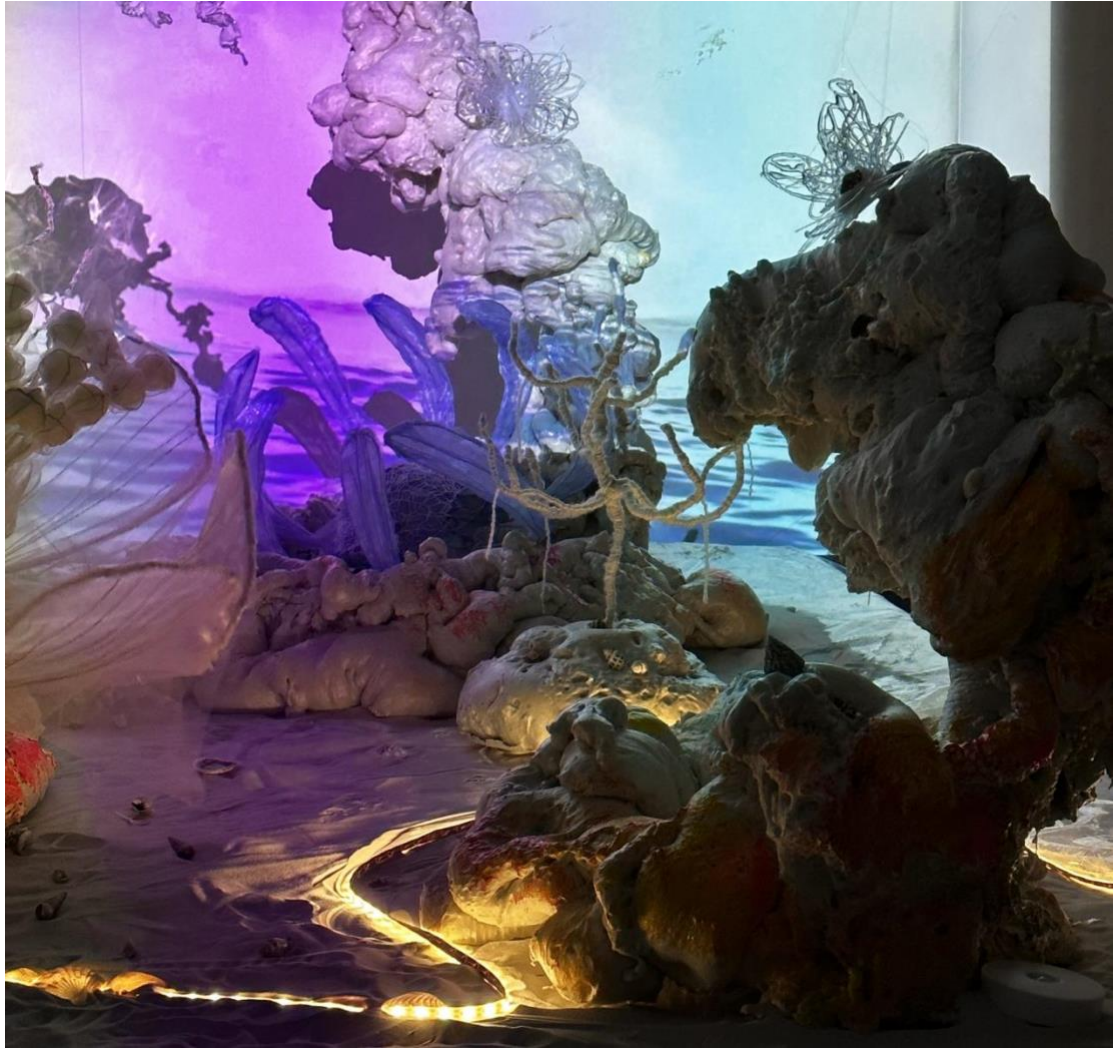
Let's harness the power of striking visuals to remind the world to prioritize ocean protection.

Tags #SaveOurOceans #ProtectOurPlanet

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Post9





## **Introducing our latest art installation!**

Inspired by the pressing issue of ocean pollution, our installation vividly portrays the devastating effects such as coral bleaching and plastic contamination. Every material used in this artwork, from discarded plastic bottles and foam to fishing lines and wires, symbolizes the culprits behind marine pollution.

Centered around SDG14, our installation reflects on the gradual improvement in oceanic conditions through sustained efforts in governance. The transition from white to colorful coral reefs signifies the positive outcomes of sustainable development initiatives.

Through this piece, we aim to raise awareness about the escalating crisis of ocean pollution and encourage collective efforts towards the sustainable management of marine resources. Let's envision a brighter future under thoughtful governance.

Tags #OceanProtection #SustainableDevelopment #ArtForChange

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Post10



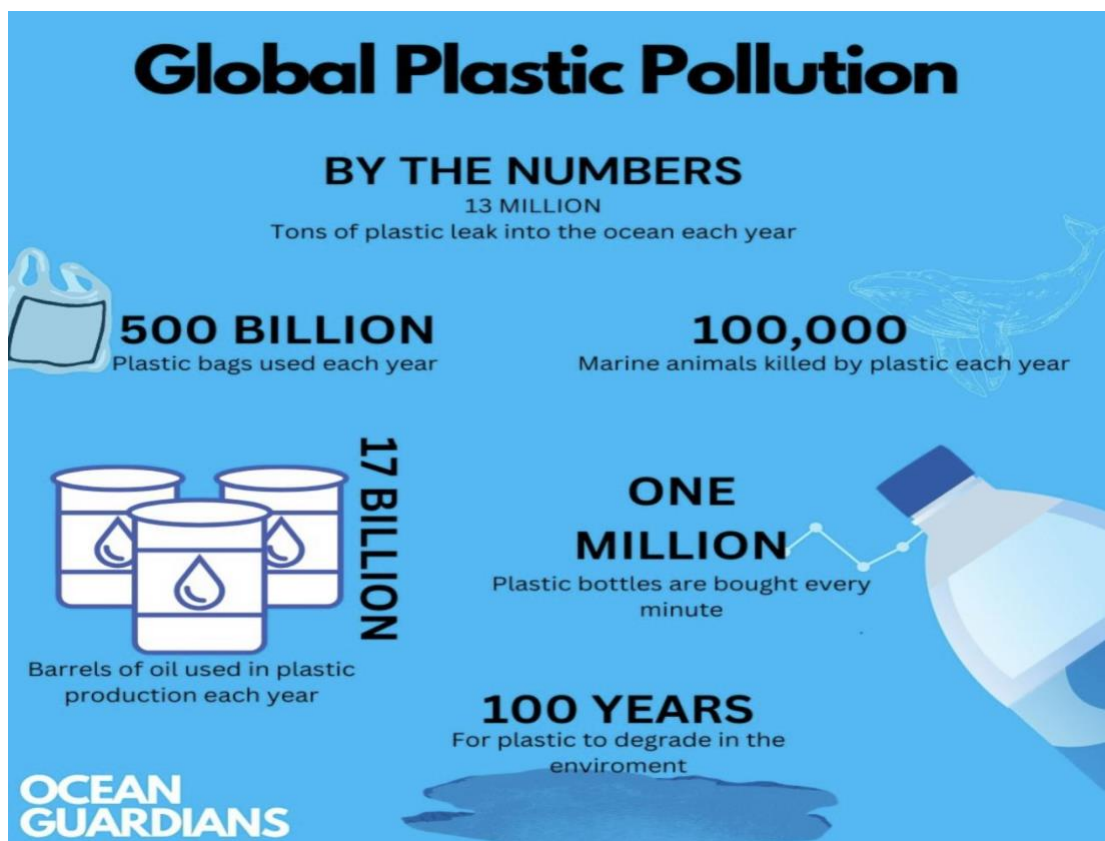
1. Use Less Plastic: Instead of single-use plastics like bottles and bags, opt for reusable alternatives. Bring your own shopping bags, water bottles, and containers to reduce waste. 2. Proper Disposal: Make sure to dispose of plastic waste properly. Recycle what you can and dispose of the rest in designated bins. Avoid littering, as even small items can end up in our oceans. 3. Spread Awareness: Share what you've learned about plastic pollution with friends and family. Educate others on the importance of reducing plastic use and its impact on marine life. Together, let's take these simple steps to protect our oceans and the creatures that call them home. Every effort counts in the fight against plastic pollution!

Tags [#ReducePlastic](#) [#OceanProtection](#) [#EasyTips](#)

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Post11



Did you know? The impact of plastic pollution on our oceans is staggering. Here are some eye-opening statistics: 13 MILLION tons of plastic leak into the ocean each year. 500 BILLION plastic bags are used annually. 100,000 marine animals are killed by plastic each year. 17 BILLION barrels of oil are used in plastic production annually. ONE MILLION plastic bottles are bought every minute. It

takes 100 YEARS for plastic to degrade in the environment. These numbers paint a grim picture, but there's hope! By taking small steps to reduce our plastic consumption and raise awareness, we can make a big difference for our oceans

Tags [#PlasticPollution](#)[#oceanguardians](#)[#ActNow](#)

Post Link:

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Post12



9 Ways to Help the Ocean Use a trash can with a lid: Keep trash covered to stop it from blowing away and ending up in the ocean. Reduce your carbon footprint: Use less energy to help stop the



ocean from getting too warm or acidic. Join a beach cleanup: Pick up trash on the beach to prevent it from going into the ocean. Use less plastic: Choose reusable items instead of plastic to reduce pollution. Be a careful boater: Don't throw trash overboard and be careful with oil to keep the ocean clean. Eat sustainable seafood: Choose fish that are caught or farmed in a way that doesn't harm the ocean. Recycle: Put items like plastic bottles and cans in the recycling bin to keep them out of the ocean. Tell others: Share what you know about helping the ocean with friends and family. Write to leaders: Ask leaders to make laws to protect the ocean and reduce pollution. Small things can make a big difference for our oceans. Let's work together to keep them healthy!

Tags [#OceanHelp](#)[#ProtectOurOceans](#)[#EasyActions](#)

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Post13



It's SHOCKING, but by 2050, there might be more plastic swimming in our oceans than fish. This troubling prediction underscores the urgent need for action to protect our marine ecosystems. As Ocean Guardians, we're committed to reversing this trend and ensuring a cleaner, healthier future for our oceans and all who depend on them. Together, let's raise awareness, reduce plastic waste, and safeguard our precious marine life.

Tags#OceanGuardians#PlasticPollution#SaveOurOceans

Link:

[https://www.instagram.com/p/C5l8NeUqDKb/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/C5l8NeUqDKb/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

Post14





Dive into Ocean Knowledge with Kahoot! How deep is your ocean knowledge? Are you ready to ride the waves of learning and fun?

Join us for an interactive Kahoot challenge this World Oceans Day and discover fascinating facts about our marine world! What's In Store? Engaging questions that unveil mysteries and challenges. Compete with fellow ocean enthusiasts and learn in a playful, impactful way. Every participant makes a ripple in the ocean of change – and gets closer to becoming a true marine protector! Plus, Dive in for a Surprise! Top 3 scorers earn special recognition and a chance to feature on our Ocean Heroes board. Win £50 each in prizes after the campaign ends! The person who tweets and retweets the most during our campaign will win mystery gifts made from recyclable materials and an all-expenses-paid three-day beach volunteer trip with an environmental organization. Scan the QR code or click the link below to join the quiz!

Kahoot Quiz: [ Link in bio ]

Link:

[https://kahoot.it/challenge/b08dcfcf-30d1-4ce5-b001-4fd24038988a\\_1712001984520](https://kahoot.it/challenge/b08dcfcf-30d1-4ce5-b001-4fd24038988a_1712001984520)

Room PIN: 09824069

Don't miss this wave of action and enlightenment! Let's Kahoot our way to a cleaner, healthier ocean.

Tags [#OceanKnowledge](#) [#KahootWithUs](#) [#ProtectOurOceans](#)

Post Link:

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Post15



This World Oceans Day, take a stand with us in the tide against marine litter pollution and harmful industrial chemicals. Dive into the depths of marine ecological sustainability at our premier seminar,

designed to unite young enthusiasts, coastal activists, and leading experts under one roof. \*Event Highlights - Hear firsthand stories from frontline coastal activists battling against ocean pollution. - Learn from top experts about the dire impacts of litter and chemicals on marine life and how sustainable development programs offer a beacon of hope. - Exclusive opportunity: Your attendance triggers a donation to a revered marine ecology conservation organization, amplifying the impact of your participation. \*Special Offerings - Receive a mystery gift crafted from sustainable materials as a token of our appreciation and commitment to the planet. - Explore volunteer opportunities that bring you closer to the heart of marine conservation, guided by leading environmental organizations. Join us on this pivotal day to empower change and drive the wave towards sustainable marine futures. Your voice, your actions can chart the course to cleaner, thriving oceans. Reserve your spot now!

[Link in bio] Every registration is a step forward for our oceans. Let's ride the wave of change together!

[#WorldOceansDay#MarineConservation#SustainableFuture](#)

Embrace this unique opportunity to be part of a global movement. Together, we can transform the tide of marine ecological sustainability.


Post Link:








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Post16

**We mainly focus on the etc.plastic and chemicals.**



SUN	MON	TUE	WED	WED	FRI	SAT
			1 	2	3 Installation art exhibition	4
5 	6	7	8 webpage science popularization (gamma)	9 	10	12
13 Artist collaboration seminar	14	15	16	17	18	19
20	21	22 	23 Poster exhibition	24	25	26 
27 	28	29	30	31		
						

**Group Member:**  
Ke Hu  
Jiayi Hu  
Aiwa Liu  
Jiachen Pan  
Mehdi Syed



**We warmly invite all young people active on social media, academic audiences, enthusiasts, people directly related to the environment, and corporate beneficiaries to come and join us for the month of awareness!**

For more details, please follow our Instagram page.  
[https://www.instagram.com/ocean\\_guardians?igsh=Z0lnYtq4a2lydHAw](https://www.instagram.com/ocean_guardians?igsh=Z0lnYtq4a2lydHAw)



We mainly focus on the etc.plastic and chemicals.



SUN	MON	TUE	WED	WED	FRI	SAT
						<b>1</b>
<b>2</b> 	<b>3</b> interactive online games	<b>4</b>	<b>5</b>	<b>6</b> SDG14 seminar	<b>7</b>	<b>8</b> World Ocean Day
<b>9</b> 	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>
<b>16</b>	<b>17</b>	<b>18</b> 	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b> 
<b>23</b> 	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>
<b>30</b>						

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[https://www.instagram.com/ocean\\_guardians7](https://www.instagram.com/ocean_guardians7)  
igsh:Z0InYtg4a2lydHAw

Join us for a month-long campaign dedicated to World Ocean Day and SDG14! Let's come together to raise awareness, inspire action, and promote sustainability for our oceans.

Tags [#WorldOceanDay](#)[#SDG14](#)[#OceanAwarenessMonth](#)

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Interaction



ocean\_guardiansss 40分钟



DO YOU RECYCLE PLASTIC BOTTLES?

Yes

No

回复ocean\_guardiansss...





ocean\_guardiansss 38分钟



HAVE YOU EVER PARTICIPATED  
IN A BEACH CLEANUP?

Yes

No

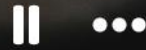


回复ocean\_guardiansss...





ocean\_guardiansss 33分钟



DO STRICTER REGULATIONS  
HELP REDUCE MARINE  
POLLUTION?

Yes

No

回复ocean\_guardiansss...





ocean\_guardians 22分钟



WHAT'S THE BIGGEST THREAT  
TO OUR OCEANS?

Plastic pollution

Overfishing

Climate change

回复ocean\_guardians...





ocean\_guardiansss 17分钟



WHAT'S THE TOP PRIORITY TO TACKLE OCEAN POLLUTION?"

Implementing stricter regulations

Investing in clean-up initiatives

Educating the public

Promoting sustainable alternatives

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Link:

[https://www.instagram.com/ocean\\_guardianss/](https://www.instagram.com/ocean_guardianss/)