



INTERNATIONAL ALLIANCE TO  
COMBAT OCEAN ACIDIFICATION

A detailed line-art illustration in orange and teal colors depicting various marine organisms. On the left, there is a large scallop with its mantle edge visible. In the center, there is a complex, branching structure resembling a hydrozoan or a colonial invertebrate. On the right, there is a fish, possibly a sea bream, shown in profile facing right. The background is a solid orange color.

# COMMUNICATIONS PACK

FOR #OAAMEMBERS

# SOCIAL MEDIA CONTENT

## General guidelines & tips:

**Twitter:** it has a character limit of 280

**Instagram:** it's not possible to add links on photo captions

**Emojis:** the use of emojis in your content makes it more interesting for your readers, you can source them from [Emojipedia](#).

## Relevant hashtags:

#OAAlliance

#OAActionPlan

#OANetwork

#OAAllianceMember

#ClimateOceanActions

#ClimateOceanChange

#ClimateOceanImpacts

#OceanAcidification

#OceanScience

#OurChangingOcean

#ClimateFinance

#ClimateSolutions

#ClimateResilience

#WorkingTogether

#OceanDecade

# PROPOSED CONTENT FOR SOCIAL MEDIA POSTS

## Subject 1: General ocean acidification and the OA Alliance

Climate change = ocean change:

When atmospheric CO<sub>2</sub> combines with seawater, it produces a carbonic acid, acidifying seawater & depleting it of carbonate that many forms of #sealife need to build their #shells and skeletons.

We call this process #OceanAcidification or OA.

👏 We are part of the #OAAlliance network of national, subnational, regional & Tribal First Nation governments. Proactively responding to the impacts of #ClimateOceanChange by creating an #OAActionPlan. Learn more: <https://oalliance.org> #OAAllianceMember

👏 We are part of the #OAAlliance network of governments & organizations from across the globe dedicated to taking action to protect coastal communities and livelihoods from the threat of #OceanAcidification and other #ClimateOceanImpacts. #OAAllianceMember



We are an #OAAllianceMember because global problems like #OceanAcidification have local impacts that require unique actions.

Practical adaptation actions include #NatureBasedSolutions. Working at the intersection of science, policy, business, and society, #OAAllianceMembers are working to build #ClimateResilience across the globe 🌊🌐

#OceanAcidification is a #ClimateOceanImpact. We must urgently reduce CO2 emissions to mitigate it. 🌊 We all have a role to play to increase ambition for #ClimateOceanActions and ensure the resilience of marine ecosystems and coastal communities. Even taking 1 or 2 actions can help collectively turn the tide of climate impacts on our #ocean. #OAAllianceMember

Curious about the science of #OceanAcidification? Passionate about climate action but unfamiliar with ocean impacts? Check out the #OAAlliance infographic: <https://rb.gy/y5rz6> #OAAllianceMember

## Subject 2: OA Action Plan

🌊 We are an #OAAllianceMember. By creating an #OAActionPlan we are taking critical action to address #ClimateOceanChange. It helps us define a dedicated strategy for mitigating, measuring, & adapting to #ClimateOceanImpacts.

As part of our #OAActionPlan we are working to **reduce atmospheric emissions of CO2**, the number one cause of #OceanAcidification. #OAAllianceMember

#OceanAcidification is a problem that requires comprehensive action, from global emissions reductions to eliminating local drivers. The #OANetwork is expanding efforts to combat **OA-enhancing pollution** to improve ocean and coastal resilience. #OAAllianceMember

As part of our #OAActionPlan we are working to **advance scientific understanding** of #ClimateOceanImpacts, locally and globally. #OAAllianceMember

**Monitoring #OceanAcidification** tells us how the #ocean is changing in response to #climatechange and how it will impact coastal communities, marine life, and local economies. The more we know, the better we can respond!

As part of our #OAActionPlan we are working to **reduce local pollution that exacerbate #OceanAcidification**. We are implementing actions that reduce land-based pollutants (e.g., nutrient loading, storm water, wastewater) that make conditions worse. #OAAllianceMember

As part of our #OAActionPlan we are protecting the environment and coastal communities from #ClimateOceanImpacts **through adaptation and resilience building strategies**. #OAAllianceMember



As part of our #OAActionPlan we are **expanding public awareness**. Engaging policy makers, industry, scientists & the public on the growing threat posed by #OceanAcidification, as well as local actions that may be taken to address it. #OAAllianceMember

As part of our #OAActionPlan we are **sustaining international support**. We aim to secure sustained support for increased investments & actions on #ClimateOceanActions. #OAAllianceMember

### Subject 3: International Fora (UNFCCC, SDGs, Convention of Biological Diversity)

Together the #OAAlliance is increasing understanding of #ClimateOceanImpacts which inform ocean solutions & resilience strategies. This can improve local interventions and help countries reach existing ocean commitments across the 🌐#OceanDecade

What are we doing as an #OAAllianceMember to take #ClimateOceanAction?

- 👂 International knowledge sharing
- 👂 Registering #SDGs 13/14 commitments
- 👂 Integrating OA with national planning

As an #OAAllianceMember we take #ClimateOceanActions that support international frameworks such as @SustDev 14; @UNFCCC; @UNBiodiversity

By integrating climate-ocean science, policy & investments we are taking actions that help deliver commitments @SustDev 14; @UNFCCC; @UNBiodiversity #OAAllianceMembers

👂🌐 Being an #OAAllianceMember has helped us as policy makers, better understand #OceanAcidification impacts & effective responses that support existing climate, marine & food security goals.

👂🌐 Being an #OAAllianceMember has helped us develop and implement #climateadaptation and resilience strategies that advance goals of the #ParisAgreement and the 2030 Agenda. #ClimateOceanAction #OceanProtection

### Subject 4: Key themes

#ClimateOceanChange poses risks to seafood security and sovereignty 🌐 That is why as #OAAllianceMembers we are committed to understanding vulnerability in our regions & supporting adaptation of keystone fisheries & aquaculture.





Marine aquatic vegetation & coastal habitats offer multiple options for mitigating and remediating #ClimateChange impacts and help reduce #OceanAcidification along our shorelines. #OAActions #BlueCarbon #NatureBasedSolutions

#OAAllianceMembers are supporting #OceanAcidification mitigation & resilience by reducing land based pollution (agriculture, wastewater, stormwater, etc) near shore & in coastal zones 🌊







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 #CoralReefs support coastal communities & are critical habitat for local fisheries   

#OceanAcidification threatens the resilience of coral reefs under #ClimateChange.

 #OAAllianceMembers are taking #OAAction to support coral reef ecosystems!

#OAAllianceMember  We are dedicated to reducing GHG emissions that threaten #OceanBiodiveristy in our region, because the health of our communities depend from it.

