

Day of the Seafarer, 25th June 2011

How you can
support the event
Organizational Toolkit



Day of the Seafarer

- Day of the Seafarer, on 25th June 2011, is a celebration of seafarers across the globe
- It's an opportunity to raise awareness of the vital role seafarers play in the world economy, and of career opportunities at sea. It's a chance to address the issues facing the modern day seafarer such as piracy. But most importantly it is an opportunity for us, the world, to say, "Thank You Seafarers"

How you can help

You can help in a number of ways:

- PROMOTE the day in your marketing, member and employee communications
- LINK to our social media platforms from your organizational websites and social media. Engage with seafarer stories and content
- SHARE content that we can use to inform and educate the wider global community about the vital role seafarers play in the world
- ASK your employees / members to participate. The accompanied **Toolkit for Individuals** will help them engage their families and friends
- ADVISE us of how else you believe your organisation could support Day of the Seafarer

Support for Organizations

This guide contains advice for organizations and companies to help bring this campaign to the widest possible audiences. We can support you in a number of ways:

- Technical support for linking to and embedding social media content
- Advice in terms of engaging your employees / members in this programme through social media, for example via intranet, email, newsletters and so on
- Recommendations and best practice for corporate use of social media

Please contact **Karine Langlois** | klangloi@imo.org

Many thanks for your support

Day of the Seafarer, 25th June 2011



Platform- by- Platform Opportunities & Embedding Guidelines Organizational Toolkit

Facebook users



If you're on Facebook, you can show your support in a number of ways:

- Firstly, “Like” our Facebook page, [Facebook.com/SeafarerDay](https://www.facebook.com/SeafarerDay) You can also share it with your friends and relatives
- RSVP our ‘Day of the Seafarer Event’; telling your friends that “I’m Attending”
- If you have photos/videos of seafarers, upload them on our page. <https://www.facebook.com/SeafarerDay>
- Leading up to the event
 - Follow our posts and discussions. Like them, add your comments or share them with your friends
 - Talk to us! If you have something to share or say, write it on our wall, or participate in our discussions

Facebook users on June 25th



- On June 25th, please make a note to come and post on our wall. We're asking the world to simply say, "Thank you Seafarers" – in any language and any way that you can. That could be a photo, film, comment or a shared link
- If you're not yet on Facebook, but would like to support this event, you join via Facebook.com

Seafarer Day
Don't forget to say
"Thank You Seafarers"
on twitter, Facebook,
Flickr, Youtube -
whatever works for
you!

Facebook: add the like box

- Website owners and bloggers can add the “Like Box” to their sites. This enables people to Like SeafarerDay on Facebook directly from your site, and also see which of their connections are fans
- The following page includes the code



The screenshot shows a Facebook Like Box for the event "Day of the Seafarer". At the top, it says "Find us on Facebook". Below that, there is a green "2011 SEAFARER" logo and the event name "Day of the Seafarer". A "Like" button is visible with the text "You like this." Below this, it says "Day of the Seafarer — Day of the Seafarer created an event." Another "2011 SEAFARER" logo is shown next to the event name, followed by the date and time: "Saturday, 25 June 2011 at 00:00" and "Global". Below that, it says "Yesterday at 12:24". At the bottom, it says "26 people like Day of the Seafarer." and shows a grid of 10 profile pictures of people who liked the event, with names listed below each: Lee, Jojun, Karine, Sarah, Natalia, Capt. Philip, Karine, Ashok, Poppy, and Gloria. At the very bottom, there is a small Facebook logo and the text "Facebook social plugin".

Facebook: add the like box

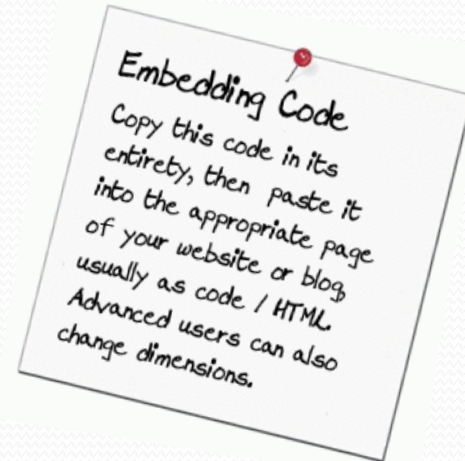


- Paste this code (iframe) into your site

```
<iframe
src="http://www.facebook.com/plugins/likebox.php
?href=http%3A%2F%2Fwww.facebook.com%2FSeaf
arerDay&width=292&colorscheme=light&
amp;show_faces=true&stream=true&head
er=true&height=427" scrolling="no"
frameborder="0" style="border:none;
overflow:hidden; width:292px; height:427px;"
allowTransparency="true"></iframe>
```

- Or this code (XFBML) into your site

```
<script
src="http://connect.facebook.net/en_US/all.js#xfb
ml=1"></script><fb:like-box
href="http://www.facebook.com/SeafarerDay"
width="292" show_faces="true" stream="true"
header="true"></fb:like-box>
```



Twitter users



On Twitter? Then connect with us and help celebrate Seafarers in 140 characters!

- Firstly, follow us here , www.Twitter.com/SeafarerDay
- Leading up to the event:
 - Follow our Tweets. Share anything you like by Retweeting us to your connections.
 - Talk to us! Let us know your thoughts by sending messages @SeafarerDay
 - Join a global conversation by including #seafarers in your tweets

Twitter users on June 25th



- On June 25th, please make a note to Tweet in support of seafarers. We're asking the world to simply say, "Thank you Seafarers" – in any language. On Twitter, a Tweet saying "@SeafarerDay Thank you seafarers" will show your support
- If you're not yet on Twitter, but would like to support this event, you can join at [Twitter.com](https://twitter.com)

Seafarer Day
Don't forget to say
"Thank You Seafarers"
on Twitter, Facebook,
Flickr, YouTube –
whatever works for
you!

Twitter: embed our widget



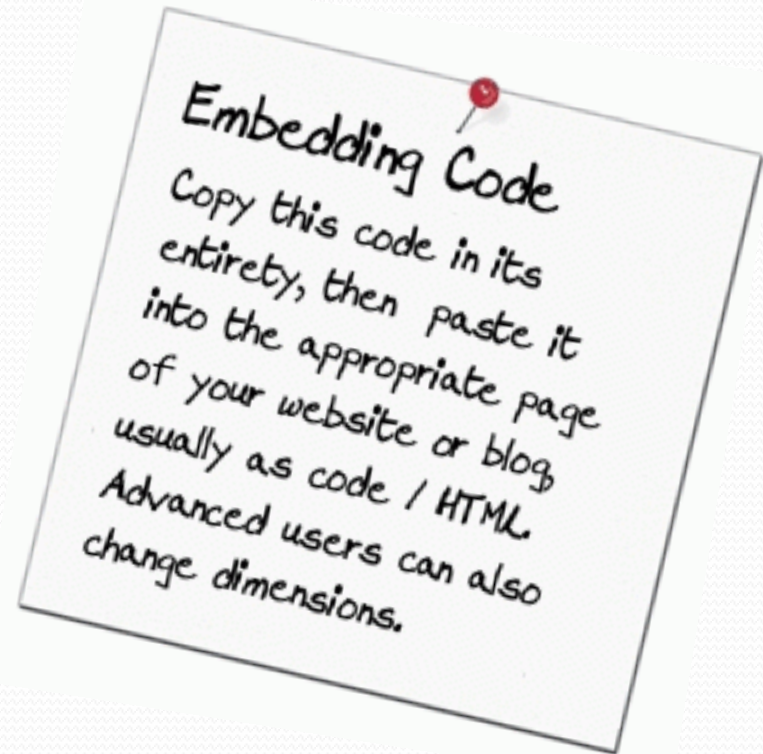
- Website owners and bloggers can embed our Twitter widget into their sites. This enables people to read the latest Tweets from @Seafarerday, directly from your site.
- The following page includes the code. Not sure how to proceed? Please see the support page



Twitter: embed our widget



```
<script
  src="http://widgets.twimg.com/j/2/widget.js"></script>
<script>
new TWTR.Widget({
  version: 2,
  type: 'profile',
  rpp: 5,
  interval: 6000,
  width: 250,
  height: 300,
  theme: {
    shell: {
      background: '#333333',
      color: '#ffffff'
    },
    tweets: {
      background: '#000000',
      color: '#ffffff',
      links: '#4aed05'
    }
  },
  features: {
    scrollbar: false,
    loop: false,
    live: true,
    hashtags: true,
    timestamp: true,
    avatars: true,
    behavior: 'all'
  }
}).render().setUser('SeafarerDay').start();
</script>
```



Linkedin users



If you use professional network LinkedIn, show your support as follows:

- Join the dedicated LinkedIn Day of the Seafarer group <http://www.linkedin.com/groups/Seafarer-Day-3888067> (or search “Seafarer Day”)
- RSVP our ‘Day of the Seafarer Event’, details of which can be found on the group
- Share any stories / experiences / links / photos with members of the group
- On June 25th:
 - Please send a status update saying “Thank you Seafarers”
 - Please “Like” or “Share” anyone you see doing the same

Photographers and flickr lovers



If you're a photographer, you probably already know about the photo sharing community flickr.

- Why not help us inspire and inform the world by sharing your best shots? We're going to use the best submitted photos across the Day of the Seafarer campaign
- Firstly, join our group found here:
[flickr.com/groups/SeafarerDay](https://www.flickr.com/groups/SeafarerDay)
- Upload any photos you're happy to share
- Like and comment on others people's photos
- Share the group with your friends and family
- On June 25th, please make a note to upload a picture titled, "Thank you Seafarers"

flickr: embed our slideshow



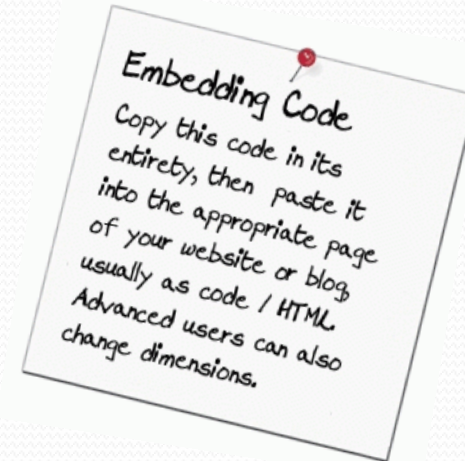
- Website owners and bloggers can embed our slideshow into their sites. This enable people to view our latest collection of photos from Seafarer Day directly from your site.
- The following page includes the code. Not sure how to proceed? Please see the support page



flickr



- ```
<object width="400" height="300"> <param name="flashvars" value="offsite=true&lang=en-us&page_show_url=%2Fgroups%2Fseafarerday%2Fpool%2Fshow%2Fwith%2F5634456984%2F&page_show_back_url=%2Fgroups%2Fseafarerday%2Fpool%2Fwith%2F5634456984%2F&group_id=1674691@N21&jump_to=5634456984&start_index="></param> <param name="movie" value="http://www.flickr.com/apps/slideshow/show.swf?v=71649"></param> <param name="allowFullScreen" value="true"></param><embed type="application/x-shockwave-flash" src="http://www.flickr.com/apps/slideshow/show.swf?v=71649" allowFullScreen="true" flashvars="offsite=true&lang=en-us&page_show_url=%2Fgroups%2Fseafarerday%2Fpool%2Fshow%2Fwith%2F5634456984%2F&page_show_back_url=%2Fgroups%2Fseafarerday%2Fpool%2Fwith%2F5634456984%2F&group_id=1674691@N21&jump_to=5634456984&start_index=" width="400" height="300"></embed></object>
```



# YouTube and video lovers



We're uploading a number of insightful and interesting videos to support Day of the Seafarer. You can show your support in a number of ways:

- Firstly, subscribe to our channel [youtube.com/SeafarerDay](http://youtube.com/SeafarerDay)
- Please Like any videos you enjoy and add your comments
- You can make a “video response” too, responding to our videos with one of your own
- Share our videos in a number of other ways:
  - Like the videos on Facebook
  - Share the videos on Facebook
  - Share the videos on Twitter
- On June 25<sup>th</sup>, please make a note to upload a video titled, “Thank you Seafarers”

# Bloggers

If you operate a blog of any kind, you can promote Day of the Seafarer to your readers in a number of ways:

- We have created an official badge for bloggers who are supporting this programme. Available in a variety of sizes, it helps show your support for Seafarers and links to our Facebook page. Download from [www.imo.org](http://www.imo.org)
- You could embed our Day of the Seafarer Twitter widget, flickr slideshow and Facebook “Like box”
- Just as importantly of course, you can write about what Seafarer Day means to you. And if you post a link to your stories on our Facebook wall (Facebook.com/Seafarer) we’ll give your writing a global audience.
- On June 25<sup>th</sup>, we’re asking bloggers to post an update titled, “Thank you Seafarers”

# Blogger Badges



We have created official badges for bloggers who are supporting this programme. Please insert using the code below.



```

```



```

```



```

```

Join the campaign and follow us on Facebook, Flickr, Twitter, and Youtube. Support the Day of the Seafarer – but above all, say “Thank you seafarers” !