INTERNATIONAL
MARITIME
ORGANIZATION

Day of the Seafarer 25th June 2012

How you can support the event
Social Media Toolkit

Social media toolkit

Intro
How
Connect
Answer
Use
Blog

Thank you for supporting the Day of the Seafarer social media effort.

This toolkit outlines how you can use Facebook, Twitter, Pinterest, Youtube and blogs to celebrate the Day of the Seafarer.

If you have any questions or ideas, please contact Karine Langlois **klangloi@imo.org**

Thank you sincerely for your help.

“It came by sea and I can’t live without it”

The Day of the Seafarer, on the 25th June 2012, is a celebration of seafarers across the globe.

This year, the emphasis will be placed on the positive influence seafarers have on the daily lives of ordinary people, through maritime transport.

Some 90% of global trade is transported by sea at some stage during the journey from its place of origin to its final destination. The objective for the Day of the Seafarer is to help the general public to become aware of this and to thank seafarers for their contribution.

On the 25th June, IMO will ask contributors on social networks to highlight and share with their connections, an object in their daily life that they can’t live without; to acknowledge that it came by sea (just like 90% of goods around the globe) and then, in turn, to say “thank you, seafarers”.

DAY OF THE SEAFARER
25 JUNE

How you can help

You can take part in the day seafarer on

• Facebook • Twitter • Pinterest • Youtube • Blogs

1

Connect and engage with us

2

Answer our call-to-action on 25th June

3

Use our content

4

Blog about the Day of the Seafarer

1. Connect and engage with us

You can connect with us prior to the 25th June, using your personal or organizational profiles on the following networks.

facebook.com/IMOHQ
facebook.com/SeafarerDay
twitter.com/IMOHQ (@IMOHQ)
twitter.com/SeafarerDay (@SeafarerDay)
pinterest.com/imohq/
youtube.com/imoHQ

Leading up to the event , you can:

- Follow our posts and discussions on each platform. Comment them on Facebook and Youtube, Retweet them, Repin them on Pinterest
- Talk to us by sending us tweets on Twitter or writing on our Facebook wall.
- Promote the Day of the Seafarer and IMO by posting links to our profiles. Inform your connections that they'll be able to celebrate seafarers by connecting with IMO

2. Answer our call-to-action on the 25th June

On the Day of the Seafarer, we want you to let the world know your favourite object which came by sea and that you can't live without. You can do this by:

- Commenting on our post that will ask this on Facebook. If you have pictures, videos or any special message, please share them on our wall.
- Sending us a message **@IMOHQ** and **@SeafarerDay** using the hashtag **#thankyouseafarers**
- On Pinterest, you can pin a picture of your chosen object to one of your dashboards with the caption "Day of the Seafarer". We will repin it on IMO's profile.

And finally, please ask your Twitter followers or the people who like your Facebook page to do the same.

3. Use our content

- We will be uploading insightful videos such as an interview with the IMO Secretary-General on our Youtube channel. You can share these videos on Facebook, Youtube but also embed them on your website or your blog.

4. Blog about the Day of the Seafarer

If you operate a blog of any kind, you can write a blog post on what the day of the seafarers means to you. Let us know your thoughts on maritime transport and seafaring.

- Post it on the 25th June to promote the Day of the Seafarer
- We can help you reach a global audience. If you send the blog post to **klangloi@imo.org** or share its link with IMO on social media, we will repost it on our global channels.
- We have created an official badge for bloggers who are supporting this programme. Available in a variety of sizes, you can download it or copy and paste its html code on Flickr at **http://bit.ly/ITZ2er** but also download it on Pinterest at **pinterest.com/imohq**

Thank you

Thank you very much for your support. Join the campaign, follow us on social media and let us know on the 25th June, your favourite object that came by sea and that you can’t live without!