Day of the Seafarer
25th June 2015

HOW YOU CAN JOIN THE CAMPAIGN
Social Media Toolkit

Thank you for supporting the Day of the Seafarer campaign.

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

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

THANK YOU FOR YOUR HELP.
Campaign Message

This year’s campaign aims to inspire young people to consider a CareerAtSea.

It will create a picture of seafaring as a viable, attractive and exciting option for those making their career or further-education decisions.
What is Day of the Seafarer?

- An official United Nations international observance day
- Every year on 25 June
- Organized by the International Maritime Organization
- Reaches millions of people worldwide
Aims of Day of the Seafarer
2015: #CareerAtSea

- Engage seafarers themselves to tell us about (and share photos of) their life at sea and be ambassadors for their own industry
- Promoting the materials gathered from seafarers with the aim of reaching the general global population and inspiring them to consider a career at sea
- Raising awareness of seafarers and their importance to the global economy to the general public
How you can be involved

If you are a seafarer or working in the maritime industry, tweet using the hashtag #CareerAtSea

For example:

- **Day of the Seafarer June 25**
  I’ve just finished building a new ship. Love my job #CareerAtSea

- **Day of the Seafarer June 25**
  @IMOHQ Just cooked a huge meal for my amazing crew. Nothing like cooking on a rolling ocean. #CareerAtSea

- **Day of the Seafarer June 25**
  @IMOHQ Proud to provide seafarer centres to all those around the world who chose a #CareerAtSea

- **Day of the Seafarer June 25**
  @IMOHQ A shout out to all our 651 employees manning our ships on all 5 oceans. From cooks to captains and engineers #CareerAtSea
How you can be involved

If you are considering a career at sea or enrolled in a maritime programme – tweet using the hashtag #CareerAtSea

For example:

**Day of the Seafarer June 25**
In my final year studying Naval Architecture. Learning the 3D modelling of ships #CareerAtSea

**Day of the Seafarer June 25**
Considering a degree in Marine Biology with Oceanography at Southampton Uni #CareerAtSea

**Day of the Seafarer June 25**
About to start my internship in Marine Traffic Engineering. Can’t wait to spend time at sea #CareerAtSea

**Day of the Seafarer June 25**
Just got a job on a cruise as a chief electrician! We set sail for the Caribbean in one week #CareerAtSea
A CAREER AT SEA LOOKS LIKE...

Post on our Photo Wall:

http://dayoftheseafarer2015.imo.org/
Watch and share our videos:

Video Animation: A career at sea looks like...
http://www.youtube.com/user/IMOHQ

Video Message from IMO Secretary-General
https://www.youtube.com/watch?v=kl4-qwsUoxM
IMO Day of the Seafarer message
(in English, French, Spanish, Russian, Chinese and Arabic)

- كلمة الأمين العام للمنظمة البحرية الدولية
- 国际海事组织秘书长
- Message du Secrétaire general
- Обращение Генерального секретаря
- Mensaje del Secretario General
- Secretary-General message
Share your “#CareerAtSea” messages:

Our social media channels are:

https://twitter.com/IMOHQ
https://www.facebook.com/IMOHQ
http://www.flickr.com/photos/imo-un/collections/
http://www.youtube.com/user/IMOHQ
Thank you for your support!

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