

DIRECT ACTION



THIS MARCH, DIRECT ACTION TAKES THE STAGE!

You are all doing incredible work. Whether you're somewhere new or at home, at a computer or researching on the ground, you're conversing, learning and playing crucial roles in conservation. Here's the opportunity to showcase your experiences!

WHAT'S THE STORY?

During the month of March, each young leader will be given **ONE DAY (24 hours)** to do an *Ocean Ambassador Instagram Takeover*. This is a chance to showcase and share using the [stories function](#) on [@OceanWiseYouth](#) Instagram account! You can also use your personal social media and tag/hashtag to share.

WHY IS IT IMPORTANT?

- 1) It gives everybody a chance to get outside and get creative!
- 2) It highlights the meaningful work Direct Action Ambassadors are doing, reaching new audiences.
- 3) It connects you with the entire Ocean Bridge network, including other Ocean Bridge youth and alumni, Ocean Wise staff and researchers, and other affiliated organizations.
- 4) Most importantly, it encourages you to connect the dots between your life, your work, your placement and the world around you, placing you in a larger context.

DO I HAVE TO?

This is challenge-by-choice, but we highly encourage you to create at least one Stories post ([click to learn how](#)).

HOW DOES IT WORK?

There are two ways to contribute – you can use one, or both options. 😊

- 1) Use your own social media account, with the hashtags on the following page.
- 2) Take over the Ocean Wise Youth Instagram account [@oceanwiseyouth](#) and create your Stories.

Starting at midnight on your day, you may log into our Instagram account:

Login: [oceanwiseyouth](#)

Password: [20_oceanB21](#)

Remember to
Log Out at the
end of the day.

PLEASE INCLUDE: YOUR NAME (+pronouns), YOUR LOCATION & YOUR PLACEMENT PARTNER





TAGS & HASHTAGS

Below are the relevant social media channels so you can tag when posting:

- @oceanwiseyouth on Instagram (*if using your personal account*)
- @oceanwise on Instagram
- @oceanwise on Twitter
- /oceanwise on Facebook

Use the following hashtags when possible:

- #OceanDirectAction / #ActionDirecteOcéan
- #OceanBridge / #PortailOcéan
- #LeadersToday / #Leadersdaujourdhui



WHAT DO I SHARE?

We want YOUR creative expression and for you to post Stories with whatever colours and styles you like. Here are a few ideas about what you might post. This list is by no means exhaustive, and we highly encourage you to think outside the text box.

- Photos / selfies of you, ideally with Ocean Wise logos (think t-shirts, jackets, toques)
- Photos from your placement, ideally of you doing Things & Stuff (think action shots)
- Photos or screen shots with co-workers (following physical distancing/mask rules if in person)
- Photos of your local waters
- Photos of your workspace, no matter how untidy your kitchen table
- Organizational, descriptive, or identifiable shots (ie. Ottawa: parliament buildings; Vancouver: Stanley Park Seawall; Calgary: Bow or Elbow Rivers, mountains, etc.)
- Public resources / links you find relevant or insightful
- Drawings or other art you've been inspired to make
- Comics or memes that resonate with you

Try to **stick to your personal story and those of your inspiring fellow ocean ambassadors**. Here are examples of questions you might ask yourself:

- Why and how did you get involved in the Ocean Bridge Direct Action program?
- What are you passionate about?
- What have you learned about yourself/ocean health/aquatic & marine research/communities?
- Why do you think this kind of program and your work are making a difference?

Instagram Stories are a fun way to piece lots of ideas together. Be creative!



SCHEDULE

March

SUN	MON	TUES	WED	THURS	FRI	SAT
7	8	9	10 <i>Ayla Markowski</i>	11 <i>Charlotte Banks</i>	12 <i>Hannah Kosichek</i>	13 <i>Janel Saydam</i>
14 <i>Amy Kikuchi</i>	15 <i>Samantha Arevalo</i>	16 <i>Maia McLellan</i>	17 <i>Paula Gomez Villalba</i>	18 <i>Nicole Bird</i>	19 <i>Meg Hull</i>	20 <i>Alice Brown-Dussault</i>
21 <i>Amanda Lu</i>	22	23	24	25	26	27

CONTACT

We understand that everybody has different experiences and the point is to encourage you to express yourself in an honest, positive way.

If you have questions about the schedule or content, contact Samantha.Wilde@ocean.org.

For questions about the **Instagram** account, please contact **Ben (he/him)** at benjamin.aube@ocean.org.

QUICK FACTS ABOUT OCEAN WISE CONSERVATION ASSOCIATION

[Ocean Wise](#) is a global conservation organization on a mission to protect and restore the world’s oceans.

Focused on education, research and direct-action conservation, Ocean Wise equips and inspires youth, citizens, businesses and governments to take action through initiatives like Great Canadian Shoreline Cleanup, Ocean Wise Seafood, the Marine Mammal Rescue program, Be Plastic Wise and Ocean Bridge.

Thanks for your participation – we can’t wait to see more about you and your experiences!