

**Please join with other aquariums and zoos
in posting on social media between October 17 and October 23
in celebration of the 50th Anniversary of the [National Marine Sanctuary System](#)**

The sites in our national sanctuary system are special places protected by the [National Oceanic and Atmospheric Administration \(NOAA\)](#), supported by the [National Marine Sanctuary Foundation \(NMSF\)](#), and often partnered with many local organizations, including aquariums and zoos. This anniversary is an important opportunity to show appreciation to NOAA and NMSF, raise awareness of these conserved areas, and also draw attention to the need to protect more of our ocean and Great Lakes, especially if we are to reach the goal of 30x30 as envisioned under the America the Beautiful initiative!

In keeping with the “[Save Spectacular](#)” theme that has been developed by NOAA and NMSF, please consider including in your post not only congratulations on the anniversary of the system, but an additional message about its importance in relation to the overall need to conserve species or perhaps the particular relevance for your community. The actual anniversary will be on Sunday, October 23, and we are looking for posts at any point between the 17th and the 23rd. Their full social media toolkit is available [here](#). Another streamlined version of the toolkit can be found [here](#). And some ideas specifically suited to zoos, aquariums and museums are included below.



Please post across your social media platforms!

SAMPLE POSTS - Please remember to tag both NOAA and NMSF in your posts so they see your support! The tags shown in these examples are for Twitter. For other platforms, please see further below. If pointing to a particular site in the system, those tags are also further below, noting not all sites are active on all platforms. If you want to point to a proposed new site, please see additional information further below.

- Happy 50th Anniversary to the National Marine Sanctuary System, an amazing system in our ocean and Great Lakes, similar to the national parks on land, and essential for efforts to conserve the wonders and wildlife of [#AmericatheBeautiful](#)! Learn more at www.sanctuaries.noaa.gov/50. [#SaveSpectacular](#) [#30x30](#) [@sanctuaries](#) [@marinesanctuary](#)
- Happy 50th Anniversary to the National Marine Sanctuary System, and a shout out to our partners at (**TAG SITE**)! Protecting more of these special places in nature is essential to conserving the wonders and wildlife of [#AmericatheBeautiful](#)! [#SaveSpectacular](#) [@sanctuaries](#) [@marinesanctuary](#)
- Happy 50th Anniversary to the National Marine Sanctuary System, with hope that soon there will be a new site in the system at (**LINK TO SITE PROPOSAL PAGE**) which will (**INSERT YOUR REASON FOR SUPPORT**)! [#SaveSpectacular](#) [#30x30](#) [#AmericatheBeautiful](#) [@sanctuaries](#) [@marinesanctuary](#)

IDEAS FOR VISUALS - Please add an image, gif or video to your post!

- **Please consider having someone such as your executive director record and share a video message**, wishing a happy anniversary to the system and expressing their interest in that particular site. This is a great way to show support, especially if your aquarium or zoo has a close relationship with a site in the sanctuary system or is actively involved in promoting one of the proposed sites!

- Please see the example from Shedd Aquarium, the prompts below, and/or contact dmeyer@theoceanproject.org if you would like more information about how to do this!
- **Use one of the images that can be found at <https://sanctuaries.noaa.gov/50/toolkit.html>.** If you are posting with reference to the overall importance to wildlife and/or the importance of an existing site, a wide array of imagery can be
- **Consider using a [map](#) of the system**, especially if you are posting primarily to celebrate the anniversary, and/or are not located near a site. Most Americans are unfamiliar with the system, so this can help them.

PROMPTS IF RECORDING A VIDEO MESSAGE

The following prompts can help in creating your message. Remember to please speak directly to the camera with enthusiasm, and aim for brevity, 30 seconds or less, when sharing on social media. Please remember to include the call for more conservation at the end, as the sanctuaries are indeed spectacular, but they are nowhere near sufficient.

- Give name, title and organization.
- Wish our National Marine Sanctuaries a “Happy 50th Anniversary”
- Add a sentence or two explaining why a/the sanctuary(ies) is/are important to your aquarium, zoo and/or community. In doing so, you may wish to relay one of the following points...
 - A personal experience at, or organizational partnership with a specific sanctuary
 - The importance of a sanctuary(ies) for the conservation of a particular animal
 - The benefits that a sanctuary(ies) provides to your community or people across the country
- Restate you wish for a happy 50th anniversary
- Conclude with a call to conserve more of our ocean and great lakes as part of ongoing efforts to protect the wonders and wildlife of America the Beautiful and/or reach the goal of 30x30

HASHTAGS

- **Primary:** #SaveSpectacular
- **Secondary:** #30x30 #AmericatheBeautiful

SOCIAL MEDIA HANDLES

Office of National Marine Sanctuaries

- Facebook: www.facebook.com/NOAAOfficeofNationalMarineSanctuaries
- Twitter: @sanctuaries
- Instagram: @noaasanctuaries
- Tumblr: @noaasanctuaries
- YouTube: <https://www.youtube.com/sanctuaries>

National Marine Sanctuary Foundation

- Facebook: www.facebook.com/marinesanctuary/
- Twitter: @marinesanctuary
- Instagram: @marinesanctuaryfdn
- LinkedIn: www.linkedin.com/company/national-marine-sanctuary-foundation/

Existing Sanctuaries

- **National Marine Sanctuary of American Samoa** (American Samoa)

- Facebook: <https://www.facebook.com/americansamoa.noaa.gov/>
- **Channel Islands National Marine Sanctuary** (California)
 - Facebook: <https://www.facebook.com/ChannelIslandsNMS>
 - Twitter: @NOAA_CINMS
- **Cordell Bank National Marine Sanctuary** (California)
 - Facebook: <https://www.facebook.com/CBNMS/>
 - Twitter: @CordellBank
- **Florida Keys National Marine Sanctuary** (Florida)
 - Facebook: <https://www.facebook.com/floridakeysnoaagov>
 - Twitter: @FloridaKeysNMS
- **Flower Garden Banks National Marine Sanctuary** (Texas/Louisiana)
 - Facebook: <https://www.facebook.com/FGBNMS>
 - Twitter: @FGBNMS
- **Gray's Reef National Marine Sanctuary** (Georgia)
 - Facebook: <https://www.facebook.com/graysreefsanctuary>
 - Twitter: @GraysReefNMS
- **Greater Farallones National Marine Sanctuary** (California)
 - Facebook: <https://www.facebook.com/GFNMS>
 - Twitter: @GFNMS
- **Hawaiian Islands Humpback Whale National Marine Sanctuary** (Hawai'i)
 - Facebook: <https://www.facebook.com/hawaiihumpbackwhale>
 - Twitter: @HIHumpbackWhale
- **Mallows Bay-Potomac River National Marine Sanctuary** (Maryland)
 - Facebook: www.facebook.com/MallowsBayPotomacRiverNMS
- **Monitor National Marine Sanctuary** (North Carolina)
 - Facebook: www.facebook.com/NOAA-Monitor-National-Marine-Sanctuary-75101577927
 - Twitter: @MonitorNMS
- **Monterey Bay National Marine Sanctuary** (California)
 - Facebook: <https://www.facebook.com/MBNMS>
 - Twitter: @MBNMS
 - Instagram: @mbnms
- **Olympic Coast National Marine Sanctuary** (Washington)
 - Facebook: <https://www.facebook.com/usolympiccoastgov>
 - Twitter: @OlympicCoast
- **Papahānaumokuākea Marine National Monument** (Hawai'i)
 - Facebook: <https://www.facebook.com/Papahanaumokuakea>
- **Stellwagen Bank National Marine Sanctuary** (Massachusetts)
 - Facebook: <https://www.facebook.com/SBNMS>
 - Twitter: @NOAASBNMS
- **Thunder Bay National Marine Sanctuary** (Michigan)
 - Facebook: <https://www.facebook.com/ThunderBayShipwrecks>
 - Twitter: @ThunderBayNMS

PROMOTING THE PROPOSED SANCTUARIES

This anniversary is also an opportunity to support a vision for the future and draw attention to the need to protect more of our ocean and Great Lakes, especially if we are to reach the goal of 30x30 as envisioned under the America the Beautiful initiative. Below are links and resources related to new sanctuary proposals that you also may wish to highlight. Together, we can help amplify the call for even better ocean protection, and specifically help support the proposals led by local and Indigenous leaders that meet the criteria of the sanctuary program and have broad community support.

Hudson Canyon

- See WCS' [Hudson Sanctuary Toolkit here](#) for sample social and messaging guidance
- <https://sanctuaries.noaa.gov/hudson-canyon/>

Lake Ontario

- <https://sanctuaries.noaa.gov/lake-ontario/>

Chumash Heritage

- See the Northern Chumash Tribal Council's [Chumash Heritage Sanctuary Partner Toolkit here](#) for petitions, sample social, graphics, and messaging guidance
- <https://sanctuaries.noaa.gov/chumash-heritage/>
- <https://chumashsanctuary.org/>

Papahānaumokuākea

- <https://www.papahānaumokuākea.gov/sanctuary-designation/>