Public Communication Toolkit
for the
Digital Ocean Forum
June 12-13, 2024

1   INTRO AND OBJECTIVE

The first demonstration of the European Digital Twin Ocean, a key pillar of the EU Mission Restore Our Ocean and Water, will be unveiled on June 13, 2024, in a high-level hybrid event under the auspices of the Belgian presidency of the Council of the EU. The high-level event will be preceded by a closed scientific workshop inviting 70 projects contributing to the EU DTO. The DOF2024 is organized by the European Commission (DG RTD, DG MARE, and DG DEFIS) with the support from Mercator Ocean International (MOi), the Flanders Marine Institute (VLIZ), and Seascape Belgium (SSBe).

We are launching a communications campaign to promote the DOF high-level event on the 13th, the demonstration of the pre-operational platform of the core infrastructure for the EU DTO (EDITO) and EU DTO contributing projects. You are invited to use the communication toolkit below to widely promote this event and the EU DTO.

In this document you will find:

- **PRE-EVENT Communication Toolkit: We have chosen to launch the communication campaign on JUNE 10, 2024,** to which you can contribute. We have included here a general call to action to join the DOF online that can be posted anytime starting June 10. Please communicate first with this general post. **Please note that the link https://bit.ly/DOF2024 is under embargo until June 10.**

- **GENERAL Communication Toolkit for all**. This toolkit is for everyone to use. Please launch and spread this campaign which opens on June 10 and lasts to the High-level event on **Day2, June 13, 2024**. After the event on the 13, feel free to continue to communicate on any additional points or outcomes.

2 TAGS, HASHTAGS, AND TIPS

Please find below the different hashtags and tags to use.

❏ Use the hashtags:
  - Dedicated: **#DOF2024**
  - Generic: **#EUDTO, #EDITO_DTO, #MISSIONOCEAN**

❏ Retweet **@edito_dto @EMODnet @CMEMS_EU,** @MercatorOcean and tweets regarding the campaign. We encourage you to publish your own posts (template provided).

❏ Share LinkedIn, Facebook and Instagram publications from EDITO-European Digital Twin Ocean, EMODnet, Copernicus Marine Service, Mercator Ocean International and accounts regarding the campaign. We encourage you to publish your own posts.

❏ Tag posts.
  - For DOF posts, please tag **@KatrinaSichel** who is the moderator for the DOF 2024
  - **@edito_dto**
  - **@EU2024BE**
  - **@EMODnet**
  - **@CMEMS_EU**
  - **@EU_MARE**
  - **@EUScienceInnov**
  - **@defis_eu**

  - @VLIZnews
  - @SeascapeBelgium
  - @colabatlantic
  - @MercatorOcean

3 PRE-EVENT COMMUNICATION

We have chosen to launch the communication campaign on JUNE 10, 2024. You can participate. We have included here a general call to action to join the DOF2024 online that can be posted anytime starting June 10. Please communicate first with this general post.

3.1 Campaign Launch

This "Main Visual" can be found in the following directory:

https://atlas.mercator-ocean.fr/s/n2ZJwf8e5ZtP8GT

This can be used by anyone, particularly before or the day of the DOF 2024 high level event on June 13. It provides a description of the EU DTO and a call to action to join the event online.

See also full list of suggested handles at the end of the document.

3.1.1 Twitter X

Catch the European Digital Twin Ocean at #DOF2024 on June 13! This groundbreaking initiative, a cornerstone of #MISSONOCEAN, combines data and services from @EMODnet and @CMEMS_EU into a unified platform with advanced predictive capabilities for smarter decision-making.
#EUDTO @EU2024BE
▶ https://bit.ly/DOF2024
Image Tag: @EU2024BE @KatrinaSichel (more suggestions at the bottom of the document)

3.1.2 Instagram

🌊 Don't miss the European Digital Twin Ocean launch at #DOF2024 on June 13! 🌊✈️ This innovative project, a major part of #MISSONOCEAN, brings together data and services from @EMODnet and @CMEMS_EU into a single platform with powerful predictive tools for smarter decisions. 🧩🔍
▶️ https://bit.ly/DOF2024
#EUDTO #DOF2024 #MISSIONOCEAN

3.1.3   Facebook

Catch the European Digital Twin Ocean at #DOF2024 on June 13! This groundbreaking initiative is a cornerstone of #MISSONOCEAN, merging data and services from @EMODnet and @CMEMS_EU into a single platform with advanced predictive capabilities for smarter decision-making. Don't miss out! 🌍🌊
▶️ https://bit.ly/DOF2024
#EUDTO #DOF2024

3.1.4   LinkedIn

🌊 Catch the European Digital Twin Ocean at #DOF2024 on June 13! This groundbreaking initiative, a key part of #MISSONOCEAN, integrates data and services from @EMODnet and @CMEMS_EU into a unified platform with advanced predictive capabilities for more informed decision-making. Join us in supporting this innovative project and explore its potential impact on our oceans and decision-making processes.
#EUDTO #DOF2024 #MISSIONOCEAN
▶️ https://bit.ly/DOF2024

4   COMMUNICATION TOOLKIT FOR ALL

This section provides the General Communication Toolkit for all. Please launch and spread this campaign which opens **on June 10** and lasts to the High-level event on **Day2, June 13 2024.**

Target: All the Community
When: from **June 10 to June 13 2024,** though you can continue to communicate after the event on outcomes, for example.
Objective: Dedicated to explaining the EU DTO and giving online life to the demo
The Coms Toolkit for all the Community is available here https://atlas.mercator-ocean.fr/s/n2ZJwf8e5ZtP8GT

- 1-Content marketing for social media
  - General visuals for X, Facebook, Instagram, and LinkedIn
  - Carrousel 1 (Explore, Create, Contribute)
    - LinkedIn (PDF)
    - Facebook, and Instagram (jpeg)
  - Carrousel 1 (DEMO)
    - LinkedIn (PDF)
    - Facebook, and Instagram (jpeg)

4.1   Post Explore, Create, Contribute

4.1.1   Twitter X

Dive into the European Digital Twin Ocean! 🦎 🌐 Explore, create, and contribute to a vast reservoir of oceanic insights, essential for decision makers across Europe and beyond. Join the

expedition!
#EUDTO #DOF2024 #MISSIONOCEAN 👇
https://bit.ly/DOF2024

Description carousel EU DTO offer

4.1.2 LinkedIn / Facebook

Join the movement with the European Digital Twin Ocean! 🦦 🖋 Explore, create, and con-tribute to an initiative providing vital data, insights, and tools for decision makers worldwide. 🌍 💡 Dive into advanced data and modeling capabilities, specifically crafted to evaluate cli-mate change impacts on marine ecosystems. Integrated EU assets from the @CMEMS_EU and @EMODnet ensure cloud-optimized data and services, fostering a secure digital environment for societal use. With evidence-based insights, decision makers can shape effective regula-tions and policies for marine conservation, science-driven ocean governance, and sustainable development of the ocean economy. Be part of this transformative journey!
#EUDTO #DOF2024 #MISSIONOCEAN 👇
https://bit.ly/DOF2024

4.1.3 Instagram

Discover the European Digital Twin Ocean! 🌊✈️ Dive into oceanic insights for global decision makers. Explore advanced data and modeling capabilities to assess climate change impacts. Join us for a sustainable future! 👇
https://bit.ly/DOF2024
#EUDTO #DOF2024 #MISSIONOCEAN

4.2 Post: EU DTO Demo

Carrousel with images from EU DTO Demo

4.2.1 Instagram/Facebook:

Here are the 5 pillars of the EU Digital Ocean! 🌊

🌍 Society's expectations: Understanding and predicting changes in marine environments and ecosystems
📊 Cutting-edge data: Easy access to extensive marine data.
🚀 New products & services: Combining Ocean knowledge with digital tech.
🗳 Decision-making support: Empowering policymakers, blue economy actors and citizens.
🌐 Unique expertise network: Collaboration for innovation and sustainability of solutions.
#EUDTO #DOF2024 #MISSIONOCEAN
https://bit.ly/DOF2024

- In the image directory, you can find the images separately

4.2.2 LinkedIn

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#EUDTO #DOF2024 #MISSIONOCEAN

https://bit.ly/DOF2024

- In the directory you can find the carrousel images in PDF format that is compatible with Linkedin