

# SAVE Spectacular

Celebrating 50 Years of National Marine Sanctuaries



## Social Media Toolkit Week of Oct. 17-23 & beyond

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**We are in the home stretch leading up to the 50th anniversary, and we would like to make October 17-23 a week of celebration for national marine sanctuaries.** Join us in celebrating this momentous milestone as we look to the future of many more years of ocean stewardship.

Find ways to help spread the word below. Also, browse the complementary [partner toolkit](#) from the National Marine Sanctuary Foundation to learn about more actions you can take to help #SaveSpectacular.

### Key Messages

50 years ago, the U.S. ushered in a new era of ocean conservation by creating the National Marine Sanctuary System. Since then, we've grown into a nationwide network of 15 national marine sanctuaries and two marine national monuments that conserve more than 620,000 square miles of spectacular ocean and Great Lakes waters.

Your national marine sanctuaries and monuments support coastal communities and drive local economies by providing jobs and opportunities for people to discover, recreate, and form life-long connections with these spectacular places.

Sanctuaries connect people and communities through science, education, recreation, and stewardship. We rely on these networks to inspire community-based solutions that help us understand and protect our nation's most spectacular habitats, marine life, archaeological wonders, and cultural seascapes.

As we look toward the future, we fully embrace our responsibility to save these spectacular places and ensure the National Marine Sanctuary System remains a source of pride and enjoyment for all Americans. Help us #SaveSpectacular!

## Key Information

**Anniversary Date:** October 23, 2022

**Website:** [sanctuaries.noaa.gov/50](https://sanctuaries.noaa.gov/50)

**Theme:** Save Spectacular: Celebrating 50 Years of National Marine Sanctuaries

**Hashtags:** #SaveSpectacular, #RecreateResponsibly

**Toolkit:** [sanctuaries.noaa.gov/50/toolkit.html](https://sanctuaries.noaa.gov/50/toolkit.html)

**General Inquiries:** [brady.phillips@noaa.gov](mailto:brady.phillips@noaa.gov)



## Suggested Social Media Messages

Help us celebrate by sharing a post below or creating your own! Check out our #SaveSpectacular media toolkit at [sanctuaries.noaa.gov/50/toolkit.html](https://sanctuaries.noaa.gov/50/toolkit.html). For additional sanctuary photos visit our [Flickr](#) site. Use hashtags **#SaveSpectacular** for any posts regarding the 50th anniversary and **#RecreateResponsibly** for any posts regarding responsible recreation in national marine sanctuaries.

### Facebook:

**1:** National Marine Sanctuaries Celebrates its Golden Anniversary! 50 years ago, the U.S. ushered in a new era of ocean conservation by creating the National Marine Sanctuary System. Since then, they've grown into a nationwide network of 15 national marine sanctuaries and two marine national monuments that conserve more than 620,000 square miles of spectacular ocean and Great Lakes waters. Learn more about this milestone at [www.sanctuaries.noaa.gov/50](https://www.sanctuaries.noaa.gov/50), and help us celebrate #SaveSpectacular.

**2:** Help @NOAAOfficeofNationalMarineSanctuaries and @marinesanctuary celebrate 50 years of National Marine Sanctuaries! Share your story about a favorite sanctuary visit and why we need to #SaveSpectacular for their 50th anniversary on Oct. 23, 2022. Learn more about the celebration at [www.sanctuaries.noaa.gov/50](https://www.sanctuaries.noaa.gov/50).

**3:** Did you know that the area encompassed by NOAA's National Marine Sanctuary System is nearly the size of Alaska? That's right, over 620,000 square miles are waiting for you to explore! Help us celebrate 50 years with @NOAAOfficeofNationalMarineSanctuaries and @marinesanctuary, visit [www.sanctuaries.noaa.gov/50](https://www.sanctuaries.noaa.gov/50). #SaveSpectacular

**4:** National marine sanctuaries are places where we can get "back to nature"—alleviating stress and anxiety while enjoying our favorite activities—from tidepooling and wildlife watching, to scuba diving and surfing. Let's celebrate 50 years of #RecreateResponsibly in national marine sanctuaries! #SaveSpectacular

### **Instagram:**

**1:** We are celebrating with @noaasanctuaries and @marinesanctuaryfdn during their 50th anniversary year! 50 years ago, the U.S. ushered in a new era of ocean conservation by creating our National Marine Sanctuary System. Since then, they've grown into a nationwide network of 15 national marine sanctuaries and two marine national monuments that conserve more than 620,000 square miles of spectacular ocean and Great Lakes waters. Learn more about this milestone at [www.sanctuaries.noaa.gov/50](http://www.sanctuaries.noaa.gov/50). #SaveSpectacular

**2:** Help @noaasanctuaries and @marinesanctuaryfdn celebrate 50 years of national marine sanctuaries! Share your story about a favorite sanctuary visit and why we need to #SaveSpectacular. Learn more about this milestone at [www.sanctuaries.noaa.gov/50](http://www.sanctuaries.noaa.gov/50).

**3:** Did you know the national marine sanctuary system is nearly the size of Alaska? That's right, over 620,000 square miles are waiting for you to explore! Celebrate 50 years with @noaasanctuaries and @marinesanctuaryfdn, visit [www.sanctuaries.noaa.gov/50](http://www.sanctuaries.noaa.gov/50). #SaveSpectacular

**4:** National marine sanctuaries are places where we can get "back to nature"—alleviating stress and anxiety while enjoying our favorite activities—from tidepooling and wildlife watching, to scuba diving and surfing. Let's celebrate 50 years of #RecreateResponsibly in national marine sanctuaries! #SaveSpectacular

### **Twitter:**

**1:** We are celebrating with @Sanctuaries & @marinesanctuary! 50 years ago, the National Marine Sanctuary System was created and now consists of 15 national marine sanctuaries and two marine national monuments. Learn about their #SaveSpectacular celebrations: [www.sanctuaries.noaa.gov/50](http://www.sanctuaries.noaa.gov/50)

**2:** Help @Sanctuaries & @marinesanctuary celebrate 50 years of National Marine Sanctuaries! Share your story about a favorite sanctuary visit and why we need to #SaveSpectacular. Learn more about this milestone at [www.sanctuaries.noaa.gov/50](http://www.sanctuaries.noaa.gov/50).

**3:** Did you know the National Marine Sanctuary System is nearly the size of Alaska? That's right, over 620,000 square miles are waiting for you to explore! Celebrate 50 years with @Sanctuaries & @marinesanctuary, visit [www.sanctuaries.noaa.gov/50](http://www.sanctuaries.noaa.gov/50). #SaveSpectacular

**4:** @Sanctuaries are places where we can get "back to nature"—alleviating stress and anxiety while enjoying our favorite outdoor activities. Let's celebrate 50 years of #RecreateResponsibly in national marine sanctuaries! #SaveSpectacular

## **Social Media Assets**

- Follow our NOAA Sanctuaries and National Marine Sanctuary Foundation social media channels and report or reuse our posted content (see below).

- Visit [sanctuaries.noaa.gov/50/toolkit.html](https://sanctuaries.noaa.gov/50/toolkit.html) to download “save spectacular” social media graphics and images celebrating our 50th anniversary.
- Visit the [sanctuaries Flickr site](#) to download images to augment your own social media.
- Visit <https://sanctuaries.noaa.gov/50/#poster> to share commemorative posters that capture the beauty and diversity of your National Marine Sanctuary System.
- Share our [50th Anniversary Video!](#)
- How has America's connection to maritime places changed over the years? What are some of the most exciting discoveries in your national marine sanctuaries? Visit <https://sanctuaries.noaa.gov/50/stories.html> for inspiring stories to share with your audiences.
- Visit the National Marine Sanctuary Foundation's [website](#) and [partner toolkit](#) for more actions you can do to help “Save Spectacular” and learn more about their public [survey](#) on oceans.

## Who to Tag

### NOAA's Office of National Marine Sanctuaries

**Facebook:** <https://www.facebook.com/NOAAOfficeofNationalMarineSanctuaries/>

**Twitter:** @sanctuaries

**Instagram:** @noaasanctuaries

**Tumblr:** @noaasanctuaries

**YouTube:** <https://www.youtube.com/sanctuaries>

### National Marine Sanctuary Foundation

**Facebook:** <https://www.facebook.com/marinesanctuary/>

**Twitter:** @marinesanctuary

**Instagram:** @marinesanctuaryfdn

**LinkedIn:** <https://www.linkedin.com/company/national-marine-sanctuary-foundation/>

# Thank you!

Have questions about the social media toolkit?  
Reach out to [mollie.schulman@noaa.gov](mailto:mollie.schulman@noaa.gov).

## Sanctuary System Social Media Handles

**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/ChannellIslandsNMS>

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: <https://www.facebook.com/MallowsBayPotomacRiverNMS>

**Monitor National Marine Sanctuary** (North Carolina)

Facebook: <https://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