



Presented by



Private Bank

# Social Media Kit



How to make the most out of  
Blue Water EduFest 2022



## Share

Share the graphics, stickers,  
GIFs and badges.

## Tags

#oceanconservation #sustainability  
#savetheocean #zeroplastic  
#marineconservation #bwe2022  
#ecofriendly #bluewateredufest



# Pick Your Image(s)...

Choose what stands out to you and your organization.





## Or GIFs...

These can also be used in Instagram stories by searching "BWE"



**PROTECT  
OUR  
OCEAN**

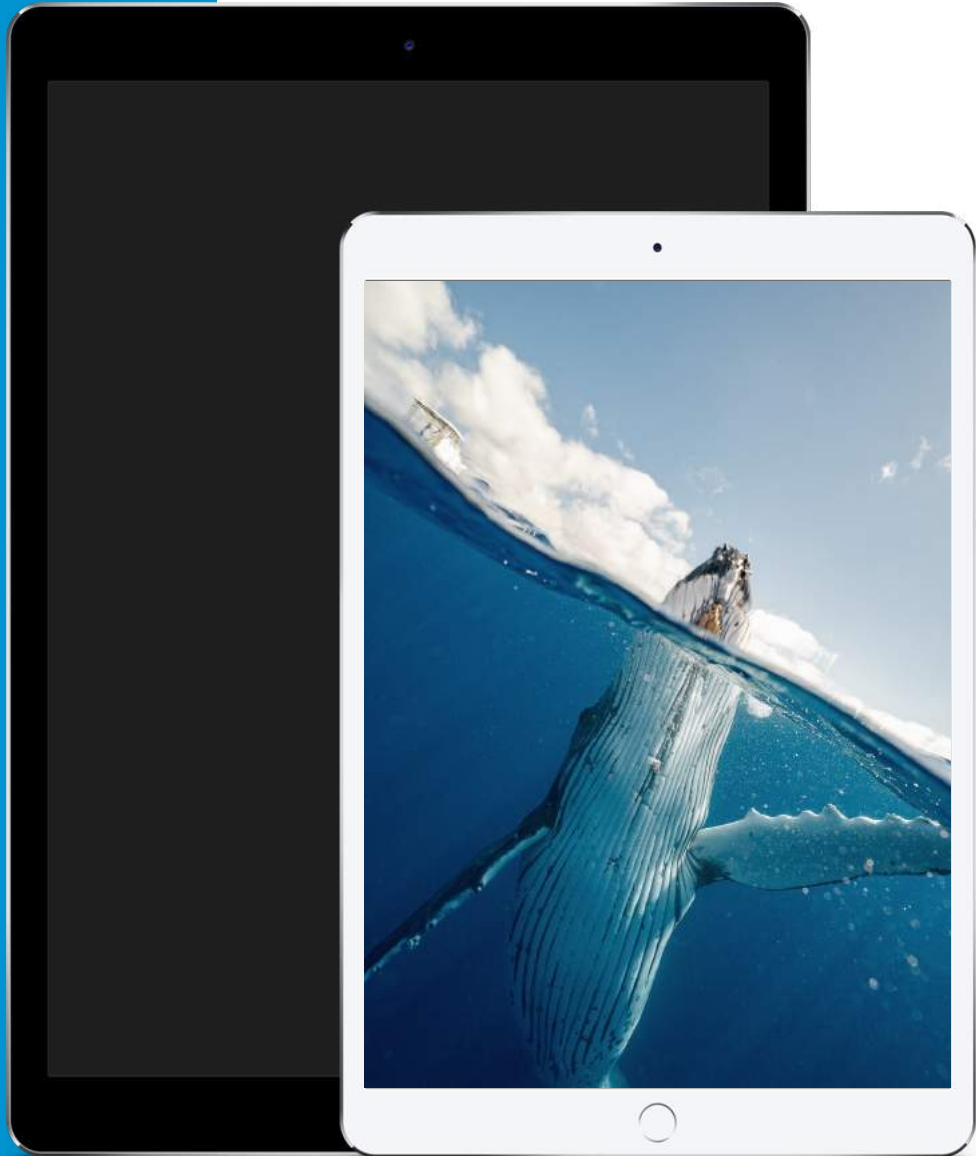
**SAVE  
THE  
OCEAN**

## Or Badges.

Use the sticker on a story or post to show your cause.

# SAVE THE OCEAN





# Pick & Choose.

Use the content that best fits your needs, vibe and feeds.

We don't expect you to post everything so find the graphic that works for you and your organization best. Feel free to add your own logo as well.

# Sample Posts #BWE2022

## Corporate

As we all cope with sustainability issues, ONE°15 Marina has identify itself with United Nations' 2030 sustainability goals and Singapore's Green Plan 2030. @[Organization] is proud to add our support to this cause, and encourage others to do so too.

To find out more. Links below:

Event - Blue Water EduFest: <https://bluewateredufest.com/>

Conference Partner - Int'l SeaKeepers Asia: <https://www.seakeepers.org/programs/seakeepers-asia/>

Presenting Sponsor - Citi Private Bank: <https://www.privatebank.citibank.com/>

Now is the time for a big change. Join @[Organization] and people around the region by supporting #BWE2022 to protect our ocean. Together we can do our part.

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# Sample Posts #BWE2022

## Individual

ONE°15 Marina's emphasis on "Blue Water" reinforces their role to protect the real lungs of the earth – the ocean which covers 71% of the earth's surface. As custodians and users of the sea, it is important to Singapore as an island which is vulnerable to ocean deterioration. By curating this inaugural event #BWE2022, ONE°15 Marina has stepped up its efforts to be a forerunner to serve this cause in this part of the world. Join us to be a part of this change.

The ocean covers over 71% of the planet. It is our life source, supporting humanity's sustenance and that of every other organism on earth. The ocean produces at least 50% of the planet's oxygen. It acts as the planet's chief climate regulator. With 90% of big fish populations depleted, and 50% of coral reefs destroyed, we are taking more from the ocean than can be replenished. Join me at #BWE2022 to be a part of this cause to protect our ocean.



# Sample Posts #OceanConservation Corporate

Join @Organisation in an event that connects, supports and safeguards the “real lungs” of the earth: our ocean. Blue Water EduFest 2022 (BWE) is an inaugural #OceanConservation event that serves to protect our ocean in this part of the world.

To find out more. Links below:

Event - Blue Water EduFest: <https://bluewateredufest.com/>

Conference Partner - Int'l SeaKeepers Asia: <https://www.seakeepers.org/programs/seakeepers-asia/>

Presenting Sponsor - Citi Private Bank: <https://www.privatebank.citibank.com/>

Our important climate regulator is at a turning point. Join @Organisation in this four-day ocean conservation event, gathering people from around the region to raise awareness of #OceanConservation. It is a small but important step towards helping to safeguard our clean and beautiful ocean for the future generation.

To find out more. Links below:

Event - Blue Water EduFest: <https://bluewateredufest.com/>

Conference Partner - Int'l SeaKeepers Asia: <https://www.seakeepers.org/programs/seakeepers-asia/>

Presenting Sponsor - Citi Private Bank: <https://www.privatebank.citibank.com/>

With the power to empower, @Organisation and participants of the Blue Water EduFest can make a positive impact towards ocean conservation when they purchase the event tickets. 20% of sales proceeds goes towards the beneficiaries to help fund #OceanConservation projects.

To find out more. Links below:

Event - Blue Water EduFest: <https://bluewateredufest.com/>

Conference Partner - Int'l SeaKeepers Asia: <https://www.seakeepers.org/programs/seakeepers-asia/>

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# Sample Posts #OceanConservation Individual

Join the event that connects, supports and safeguards the “real lungs” of the earth: our ocean. Blue Water EduFest 2022 (BWE) is an inaugural #OceanConservation event that serves to protect our ocean in this part of the world.

Our important climate regulator is at a turning point. This four-day ocean conservation event, gathering people from around the region to raise awareness of #OceanConservation, is a small but important step towards helping sustain our clean and beautiful ocean for the future generation.

With the power to empower, participants of the Blue Water EduFest can make a positive impact towards ocean conservation when they purchase their ticket. 20% of sales proceeds goes towards the beneficiaries to help fund #OceanConservation projects.