



## **Social Media Campaign**

Join us as we celebrate and Embrace The Gulf in 2020! Each day we'll share social media messages about the value, sustainability, and beauty that comes from the Gulf of Mexico – that's 365 informative facts for the year. Learn more and get involved today by sharing and joining in on our social media campaign.

### **How do I start?**

Follow us on Facebook, Twitter and Instagram. Like, comment and SHARE!

Facebook: @GoMAlliance

Twitter: @GoMAlliance

Instagram: @GulfofMexicoAlliance

### **Campaign Hashtags:**

If you're creating your own posts, be sure to tag us and use the following approved campaign hashtags:

#EmbraceTheGulf

#GulfOfMexicoAlliance

#GulfCoast

#GulfOfMexico

#Facts

#DidYouKnow

#EmbraceTheGulf2020

#ETG2020

### **Can I share on social media?**

We'd love for you to share our daily posts with your friends and family on social media to generate awareness of the campaign! Simple share the post, or generate a new one with your own image, and include similar copy and the approved campaign hashtags.

#### Facebook Copy Example:

Join @GoMAlliance and Embrace The Gulf to help share the significant story about the value, sustainability, and beauty that comes from the Gulf of Mexico.

#### Instagram Copy Example:

Join @GulfOfMexicoAlliance and #EmbraceTheGulf to help share the significant story about the value, sustainability, and beauty that comes from the #GulfOfMexico. #GulfOfMexicoAlliance #GulfCoast #Facts #DidYouKnow #EmbraceTheGulf2020 #ETG2020

#### Twitter Copy Example:

Join @GoMAlliance and #EmbraceTheGulf to help share the significant story about the value, sustainability, and beauty that comes from the #GulfOfMexico.

### **How can I get more involved outside of social media?**

We have several sponsorship and partnership opportunities available for Embrace The Gulf. For more information, visit [EmbraceTheGulf.org](http://EmbraceTheGulf.org).