

OCEAN WEEK CANADA

Partner Guide for
Social Media

2022



**Ocean
Week
Canada**

INTRODUCTION

From June 3 to 12, 2022, we'll be celebrating Ocean Week Canada! It's an annual national celebration of ocean events, learning, and engagement held during the week of World Ocean Day (June 8).

We're recognizing the important role the ocean plays in our everyday lives and how local waterways connect us all with the ocean. Help us raise public awareness and celebrate this connection to coastal areas, the ocean, and watersheds in Canada. Together, we can inspire action to ensure a healthy ocean for future generations.

HOW TO GET INVOLVED

1. Follow Ocean Week Canada on social:



[Facebook](#) (@OceanWeekCan)



[Twitter](#) (@OceanWeekCan)



[Instagram](#) (@OceanWeek_Canada)

2. Use the following hashtags:

#OceanWeekCanada #OWC2022
(#SemaineDelOcean #SDO2022)

3. Engage with posts and users using the #OceanWeekCanada and #OWC2022 hashtags

4. Tag Ocean Week Canada on social platforms



HOW TO GET INVOLVED

5. Download our shareable graphics

Sample posts:



DOWNLOAD: www.oceanweekcan.ca/communications

HOW TO GET INVOLVED

6. Use our shareable messages

Sample posts:

- ➔ Big coastline, big water, big responsibility — Ocean Week Canada celebrates the ocean and waterways that connect us all.
Join this national celebration. Visit oceanweekcan.ca to learn more!
- ➔ Dive into Ocean Week Canada and all the ocean education resources created for you and your students!
Check out the Learning Hub for Toolkits, video collections, giant floor map, and ways to take action.
- ➔ #DYK that Canada has the longest coastline of any country?
Explore the Ocean Week Canada calendar of events to find ocean activities happening this summer near you!
- ➔ Engage in Ocean Week Canada events from coast to coast to coast. Find an event near you, or promote your own event or initiative!
Together, we can inspire action and strengthens an ocean culture across Canada. Learn more at oceanweekcan.ca.
- ➔ Want to learn more about Canada's leading ocean innovators and entrepreneurs?
The Early Career Professionals Toolkit shares innovator's insight, opportunities, networks, and more.
- ➔ From coast to coast to coast, we are a country of water, stories, and innovation.
Engage in #OWC events near you and together, let's share stories that inspire action and strengthens an ocean culture across Canada. Learn more at oceanweekcan.ca.

HOW TO GET INVOLVED

7. Follow our core partners on social



Canadian Ocean Literacy Coalition	@COLCoalition	@CANoceanlitCO	@COLCoalition
IMPAC5	@IMPAC5Canada	@IMPAC5Canada	@IMPAC5Canada
Parks Canada	@parkscanada @parcscanada	@parkscanada @parcscanada	@parks.canada @parcs.canada
Canadian Geographic	@cangeo	@CanGeo @CanGeoEdu	@cangeo
Royal Canadian Geographic Society	@RCGS.SGRC	@RCGS_SGRC	@RCGS_SGRC
Decade Collaborative Center for the Northeast Pacific Ocean	@OceanDecadeNEP	n/a	n/a
Hakai Institute	@hakaiinstitute	@hakaiinstitute	@hakaiinstitute
Ocean Networks Canada (ONC)	@OceanNetworksCanada	@ocean_networks	@ocean_networks
Canadian Network for Ocean Education (CaNOE)	@OceanLitCanada	@OceanLitCanada	@oceanlitcanada
Canadian Museum of Nature	@CanadianMuseumofNature @Museecanadiendelanature	@Museumofnature @Museedelanature	@Museumofnature @Museedelanature
DFO	@FisheriesOceansCanada	@FishOceansCAN	@fisheriesoceanscan @pechesoceanscan
Ingenium	@IngeniumCa	@IngeniumCa	@ingeniumcanada
National Film Board/Ocean School	@oceanschoolnow	@OceanSchoolNow	@OceanSchoolNow
Water Rangers	@waterrangers	@water_rangers	@the_waterrangers
Indigenous Leadership Initiative	@ilinationhood	@ILInationhood	n/a
SOI Foundation	@StudentsOnIce	@StudentsOnIce	@studentsonice
ECOP Canada	n/a	@ecopcanada	@ecopcanada
Emdash	@emdashagency	@emdashagency	@emdash.agency
Entremission	n/a	n/a	@entremission

BRANDING GUIDELINES

Font

Paralucent-Heavy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Paralucent-DemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Paralucent-Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Paralucent-Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Logos

ENGLISH



FRENCH



BILINGUAL



NAVY/BLACK



WHITE



COLOUR 1



COLOUR 2



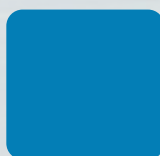
Colour Palette



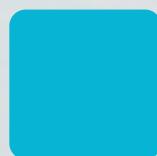
Deep Sea Blue
#0D2E54



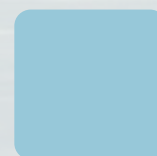
Inlet Blue
#005499



Pelagic Blue
#037EB6



Tidal Blue
#07B4D3



Sky Blue
#97C8D9



Diz Yellow
#E2A914

HOW TO GET INVOLVED

8. Find, support, and promote OWC events near you

- View all OWC events [here](#) (more being added each day throughout May)
- Be sure to check out, support, and promote all OWC artists' events - [here](#)

9. Organize and register your own OWC event

Register your own event [here](#).

Need a hand? Email oceanweekcan@colcoalition.ca

10. Share OWC resources with your networks

- Targeted Educational Toolkits - [here](#)
- *Ocean, Freshwater, and Us* giant floor map - [here](#)
- *Indigenous Water Guardians* video collection - [here](#)
- *Coastal Stories* video collection - [here](#)
- Take Action - [here](#)



MORE INFORMATION

For more information about Ocean Week Canada and our partners, [read our Press Release](#).

For full branding guidelines, [download our Ocean Week Canada Brand Guide](#).

For other communications inquiries, email oceanweekcan@colcoalition.ca