

Ocean Conservancy's

#PROTECTWHEREWEPLAY

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# INTRODUCTION

- Ocean Conservancy is a non-profit organization that focuses on protecting the world's oceans and the animals in them.
  - They're an overarching organization that aims to educate people on many different issues regarding the health of our oceans.
    - Climate change
    - Government Involvement
    - Advancing Ocean Communities
    - Sustainable fisheries
    - Smart Ocean Planning
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- "The ocean captures 90% of the excess heat generated by human activity. It helps prevent extreme weather events by maintaining a stable climate; keeping our hometowns, venues and stadiums safe" (Protectwhereweplay.com, 2025).
  - "The often unsung hero of our climate system, the ocean absorbs 25% of global CO<sub>2</sub> emissions and generates 50% of the oxygen we breathe—more than all the world's rainforests" (Protectwhereweplay.com, 2025) .

**#ProtectWhereWePlay** is an initiative created by the Ocean Conservancy to resonate with athletes, artists, and their fans. It aims to educate and remind people that the ocean supports 100% of life on earth. If we don't have the ocean, we don't have our favorite sports teams, our favorite artists, or the ability to watch them in venues.

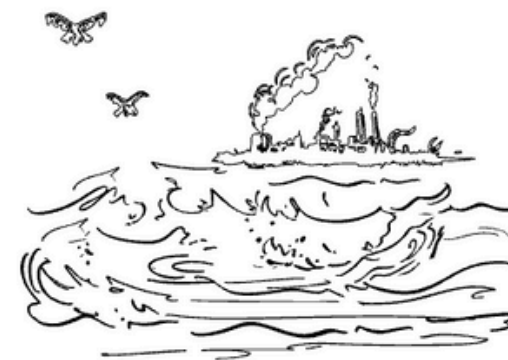
# THE OCEAN IS **TRULY** AWESOME. BUT IT IS NOT INVINCIBLE.



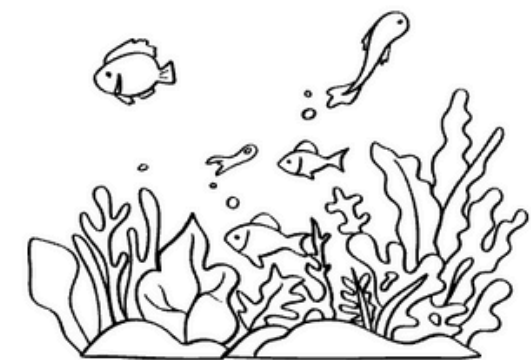
100% of life on our blue planet is supported by the ocean.



50% of the world's oxygen is produced by the ocean.



90% of the excess heat from climate change is absorbed by the ocean.



Millions of unique species have their habitats and ecosystems provided by the ocean.

[Image: Ocean Conservancy](#)

A thriving ocean = Protecting where we play.

# AUDIT

- Ocean Conservancy has been around for 51 years, but the hashtag was only established in February of 2025. The organization can use their existing following to promote #ProtectWhereWePlay.
- Ocean Conservancy has partnered with professional athletes, referring to them as “Ocean Captains”
- Ocean Captains are encouraged to educate and mobilize the power of their fanbases to participate in the movement and support the Ocean Conservancy

## STATS

461k on IG  
416.4k on X  
95.7k on Threads  
228k on LinkedIn  
1M on Facebook



Image: Ocean Conservancy\_



# TARGET AUDIENCE

- Ocean lovers
- Climate activists
- Sports enthusiasts
- Concert Goers
- Social Media users, hence the hashtag #ProtectWhereWePlay
- Athletes
- Artists

## **NOT A CAUSE, BUT A MOVEMENT**

Protect Where We Play is a movement to turn our passion for sports, art and music into action for our ocean.

No matter who you cheer for, we're all united by our passion for the athletes and artists we love. But rising temperatures and extreme weather events are threatening the game for all of us. Now is the time to protect our ocean so it can keep on defending game day and concert night.

Don't drop the ball. Join Team Ocean and become a part of the movement to Protect Where We Play today.

[Image: Ocean Conservancy.](#)



# SOCIAL MEDIA CAMPAIGN

## Facebook

- 1M followers *already*
- Wide age range, but especially geared towards older adults
- Educational posts, community sports teams (kids who play rec, high school teams)
- Family clean-ups

## Instagram

- 461k followers
- Visual content geared towards a younger demographic, like millennials and Gen Z
- Reels, posts & carousels
- Collaborate with athletes who are known to engage
- College athletes, NIL

## TikTok

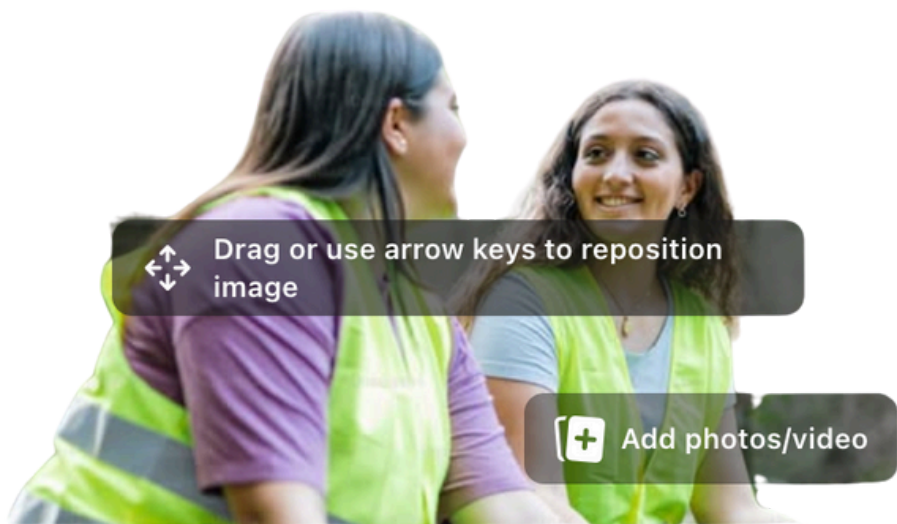
- No TikTok presence
- Short-form content geared towards younger demographic
- Influencer community clean ups, workout routines in different areas, time lapses showing cleanups
- Athlete GRWM

Leaning into not just protecting our oceans, but anywhere we play – parks, courts, lakes, hiking trails – and bring it back to how all of this is only possible with the cleanliness of our oceans.

# SOCIAL MEDIA CAMPAIGN

## Facebook

#ProtectWhereWePlay Community Clean-Up hosted by THS Soccer Teams




What are the details?

This Saturday, the Thompson High School Soccer Teams are lacing up their cleats for a different kind of goal — cleaning up our local parks!

They train here. They play here. Now they're stepping up to protect where they play — and you're invited to join!

 Location: Roseland Park

 Date: Saturday, May 3rd

 Time: 11AM-7PM

Whether you're a teammate, a parent, a neighbor, or just someone who loves this town — we need YOU. Let's keep our community spaces clean, safe, and ready for the next generation of athletes.

RSVP in the comments or just show up—we'll have extra gloves and bags.  
#ProtectWhereWePlay #CommunityCleanup 🌱

# SOCIAL MEDIA CAMPAIGN

## Instagram

“This is where I play” carousels & reels by athletes with infographics

Caption:

This is where I play. During my runs, no matter where I am in the world, I see how we’re impacting the earth with pollution. We have to make a change. Join me on Team Ocean to #ProtectWhereWePlay.



[@rileybahr on IG](#)



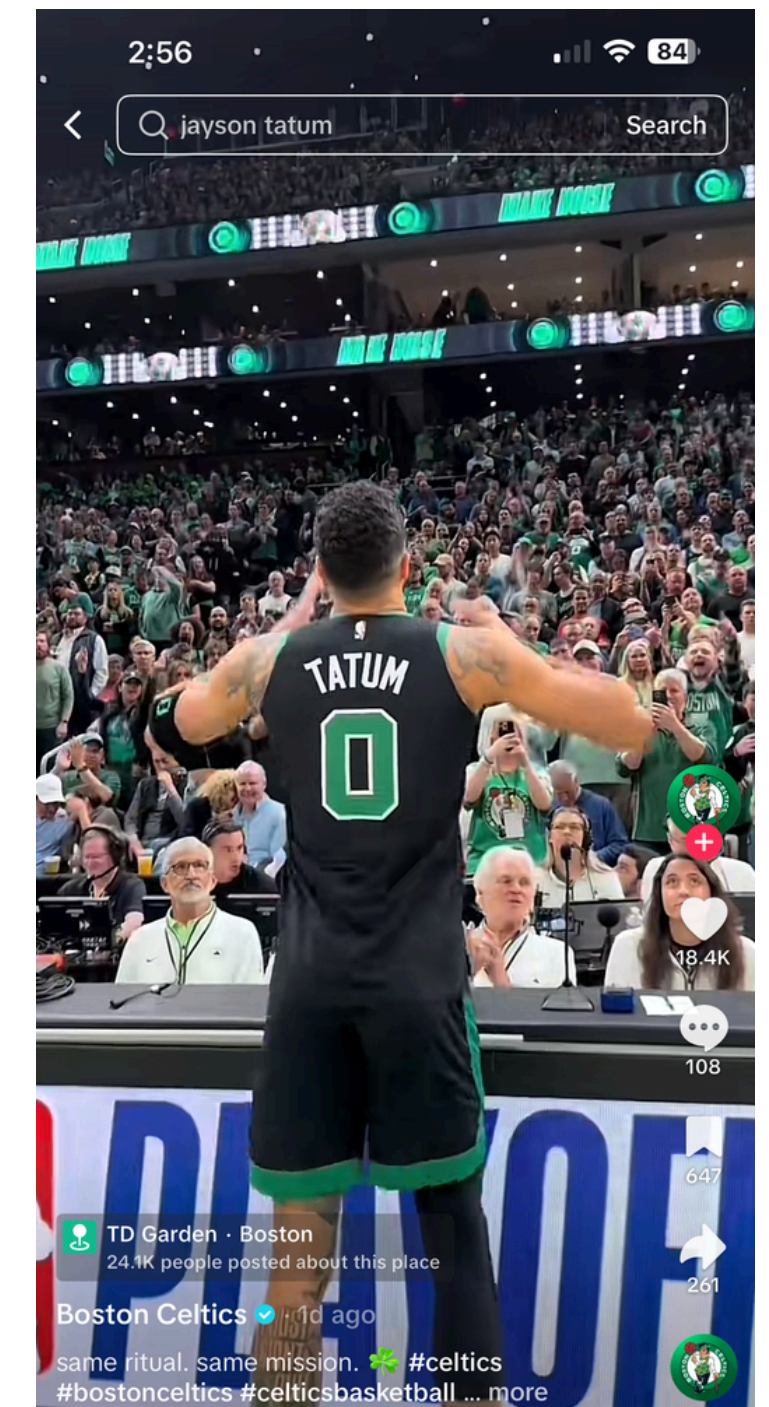
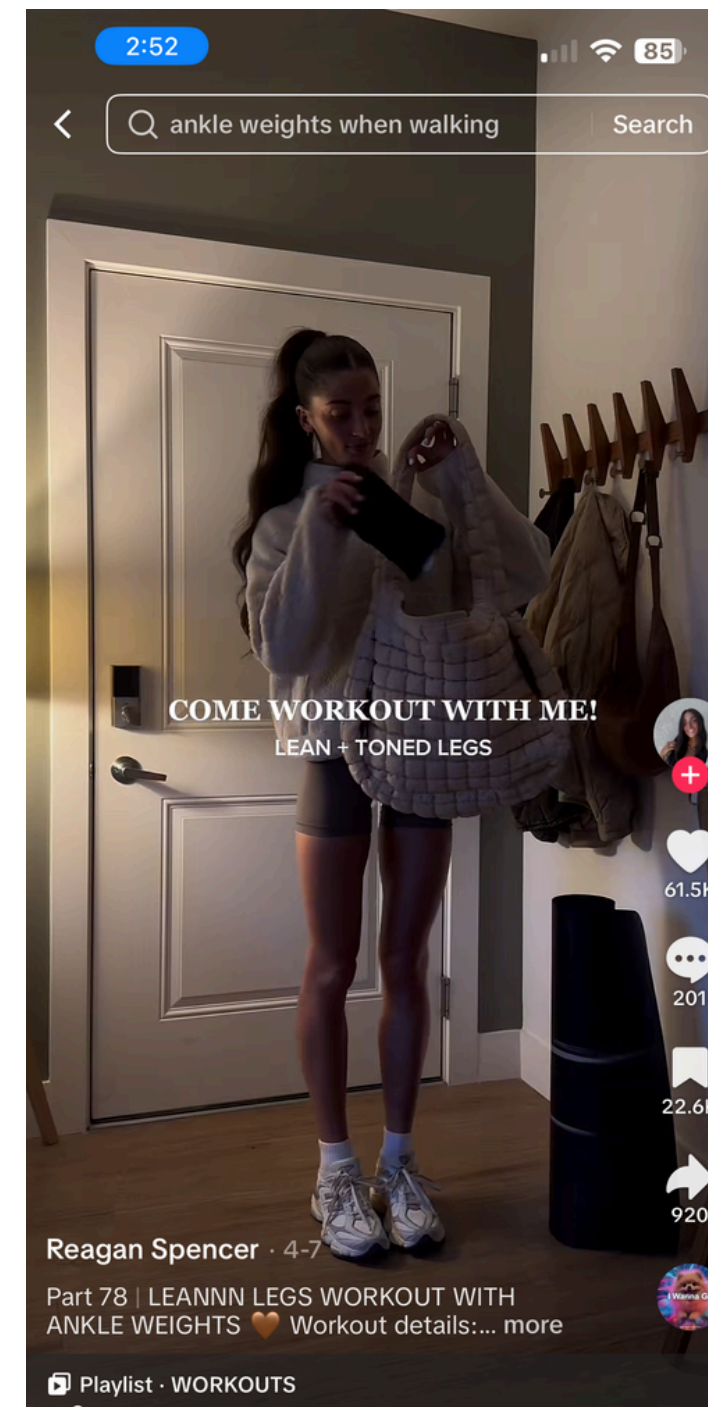
[@oceanconservancy](#)

# SOCIAL MEDIA CAMPAIGN

## TikTok

Workout with me's, GRWMs, Gym Routines, Pre-Game Rituals

Ocean Conservancy can use their Ocean Captians to to create workout videos, get ready with me's, gym routines, and even pre-game rituals on Tik Tok. These are already video concepts that get a lot of likes, so why not get influencers and athletes to promote #ProtectWhereWePlay at the same time?



# CONCLUSION

By using platforms like Instagram, Facebook, and TikTok, Ocean Conservancy can capitalize on their already large following to promote #ProtectWhereWePlay.

They should partner with more than just professional athletes; even influencers with a niche in the health and wellness world would benefit their brand and this campaign. Adding TikTok to their social media presence will benefit the Ocean Conservancy, because they can tap into a younger audience and use influencers to create videos on TikTok that people already love (while incorporating #ProtectWhereWePlay). Athletes and influencers can't do their workouts or play in arenas without the ocean.

By participating in trends, sharing infographics to educate others, and organizing community clean-ups through Ocean Captians, #ProtectWhereWePlay can reach every corner of the internet.



Image: Ocean Conservancy\_

THANK YOU!