



CAMPAIGN TOOLKIT USAGE GUIDELINES

PUBLIC AWARENESS TOOLKIT TO PREVENT AND REDUCE MARINE LITTER

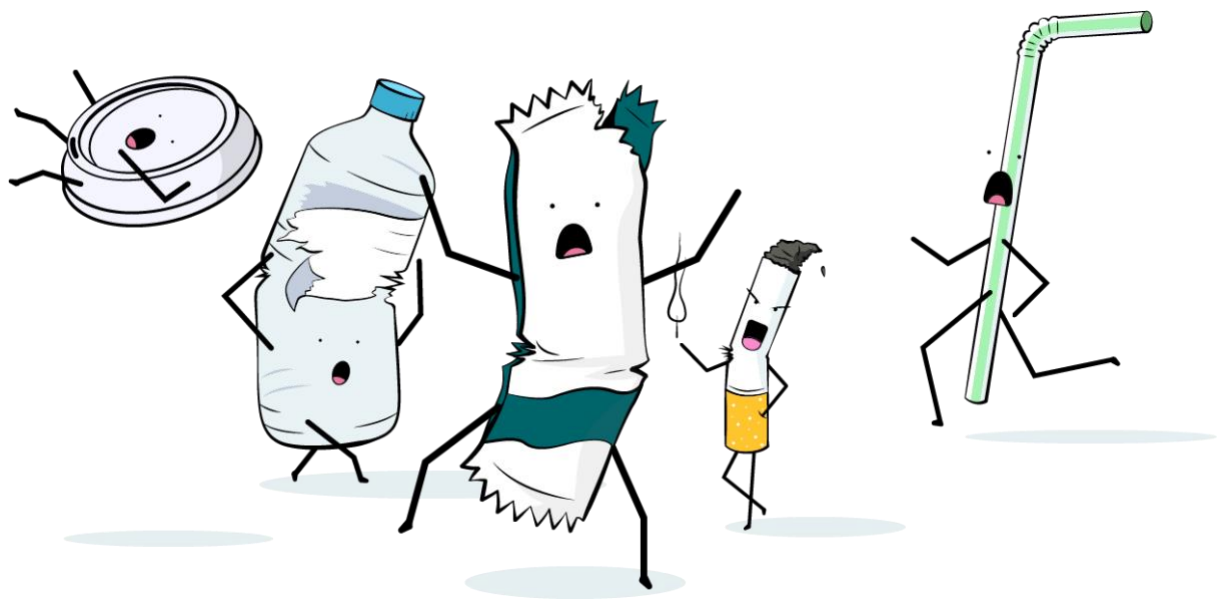


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1. INTRODUCTION

1.1 About “Last Stop: The Ocean”

The “Last Stop: The Ocean” campaign is a unique example of a trilateral effort to prevent and reduce litter in North America’s interconnected waterways, river systems, and shared watersheds. Created for cities, local or regional governments, watershed associations, NGOs and educational institutions, this collection of materials is designed to create awareness on water and trash flows and provide simple solutions for individuals to prevent and reduce land-based marine litter. Our illustrated universe is designed to make the complex issue of marine litter accessible to urban and rural communities and allow a wide diversity of audiences to relate to the campaign materials.

Our goal is to share these free materials with partners all over North America to build awareness and to help them create meaningful change in their communities. Let’s spread the word that marine litter pollution – and solutions! – start at home.

This campaign was developed by the Commission for Environmental Cooperation (CEC) in collaboration with Environment and Climate Change Canada (ECCC), Mexico’s *Secretaría de Medio Ambiente y Recursos Naturales* (SEMARNAT), and the U.S. Environmental Protection Agency (EPA), as part of a trinational collaborative project on building solutions to reduce marine litter. For more information on the CEC’s work to reduce marine litter, please visit: www.cec.org/marinelitter.

1.2 About These Guidelines

These usage guidelines were designed to provide basic guidance on using the materials contained in the “Last Stop: The Ocean” [campaign toolkit](#). They include general recommendations, of particular use to those who are not communications professionals, on using the print-ready materials (magazine ads and posters) and the digital materials (social media video and ads), including suggested captions (see section 3.3). All print assets can be co-branded with your organization’s logo to

make for easy recognition, boost trust, and extend reach. If you have additional questions that are not covered in these guidelines, we invite you to write to the CEC at info@cec.org

2. PRINT STRATEGY

2.1 Posters for Indoor or Outdoor Print Advertising

The “Last Stop: The Ocean” toolkit contains 5 posters that can be used to build your print marketing strategy. Each asset has been designed so that it works when used by itself (as a standalone advertisement) and when used in conjunction with the other posters. When used separately, each poster has a message that raises awareness about marine litter. When combined, the 5 posters tell a story about a piece of litter traveling to the ocean.

These assets can be used to advertise in indoor and outdoor spaces that fit with a vertical poster layout. When combined, the posters can also fit a horizontal space.

- **Outdoor Advertising:** *examples of outdoor advertising locations include transit access points (ex. bus stops), benches, crosswalks, rest areas, and urban poster walls.*
- **Indoor Advertising:** *examples of indoor advertising locations include malls, elevators, university campuses, restaurants, airports, supermarkets, coffee shops, restrooms, and sports clubs.*

All poster designs include a black and white QR code. When scanning the code, the audience is taken to the “Last Stop: The Ocean” educational website which is accessible to all devices.



2.2 Quick Set-Up Guidelines

1. Decide on budget, location, and space.

Do you have a budget for buying advertisement space? Where are you going to be placing your poster(s)? Does your chosen location have high traffic? Will it reach the audience you are targeting? Can you reach your audiences in strategic locations where the desired behavior change can happen (e.g. near outdoor trash cans)?

2. Reserve your space.

Once you have the location figured out, make the necessary arrangements to ensure the poster can and will be installed. Please make sure to consult and follow all local guidelines when installing your advertisement in an indoor or outdoor location.

3. Choose your measurements.

What are the sizing constraints of your chosen space? How big will your poster(s) need to be in order to make an impact?

4. Place your logo on the poster(s).

Co-branding the posters with your logo can help extend the reach of your campaign, increase its credibility, and help to boost trust in the initiative. We invite you to insert your logo next to the CEC logo. Please use a one-color version of your organization's logo (white).



5. Find a printing vendor to print your poster.

It can be a good idea to look at their previous work and customer reviews to ensure a high-quality product.

6. Have your materials printed and installed.

2.3 Magazine Ads

All posters have been combined in a comic strip style ad, telling the story of litter traveling to the ocean through inland waterways. The ad can be used for full page or half-page horizontal magazine ads, or it can be displayed in newsletters, brochures, flyers, menu cards and other print spaces.



We invite you to insert your logo next to the CEC logo. Please use a one-color version of your organization's logo (white).

3. SOCIAL MEDIA STRATEGY

Over the years, social media platforms have been used as a powerful tool to communicate on social issues and causes. You no longer need to have a large following or budget to spread awareness and have a positive impact on the world. Social media tools will likely play a major role in your overall public awareness campaign.

Our suggested social media strategy focusses on two specific media, namely Facebook and Instagram. However, if your organization, association, or brand has a strong follower base on other social media platforms or blogs we highly encourage you to use the fundamental concepts and content presented in this guide to promote the campaign on all relevant channels.

The goals of the social media strategy are to:

1. Increase awareness on how to reduce and prevent marine litter.
2. Drive traffic to the www.laststoptheocean.com educational website.

3.1 Organic Content

In this section, we help you prepare your social media accounts for participating in the campaign and sharing the "Last Stop: The Ocean" assets. This will be done by updating your Facebook cover photo and your Instagram bio with the encouraged photo and text.

- **Facebook Cover Photo**

Your Facebook cover photo can play an important role in spreading awareness on marine litter and its impacts. That is why we highly encourage you to use the Facebook Cover photo provided throughout your implementation of the “Last Stop: The Ocean” campaign. This cover photo can also be used as a banner for a blog, should you decide to post about the cause and/or your participation in the campaign. [How do I change my Facebook Cover Photo?](#)

- **Instagram Bio Link**

As mentioned, one of the goals of this social media strategy is to drive traffic to the www.laststoptheocean.com website to provide more information on how to help reduce and prevent marine litter. However, since Instagram in most cases does not support external links on their organic content (post captions & stories), your Instagram bio will play a vital role in directing followers to the website.

We highly encourage you to add the www.laststoptheocean.com link to your Instagram bio and ensure that all Instagram posts and stories related to this campaign encourage followers to “click the link in the bio to learn more”. [How do I update my Instagram bio?](#)

- **Facebook and Instagram Feed Posts**

We encourage you to post the “Last Stop: The Ocean” video and photo assets accompanied by the caption texts provided in this guide (section 3.3). You can also write your own captions to make them more personalized for your audience or to better reflect your organization’s voice and brand.

[How do I post a Photo or Video on my Facebook Business Page? \(desktop\)](#)

[How do I post an Instagram Photo or Video Feed Post? \(cell phone only\)](#)

- **Facebook and Instagram Stories**

The provided story photos are best used in a succession of one another. Additionally, viewers will be more receptive to narrative-driven stories that connect one image to the next and encourage the user to experience the story in its entirety.

We highly encourage you to direct followers to the campaign www.laststoptheocean.com website for more information or to your Instagram bio (where the link is displayed). We also recommend that you tag the CEC: click [here](#) for the list of accounts.

Suggested caption: Click the link in @[Insert profile name] bio to learn how you can help. 🌊🌱♻️



[How do I post a Facebook Page Story? \(cell phone only\)](#)

[How do I share photos to my Instagram story using the Instagram app?](#)

[How do I add a story to a highlight?](#)

- **Hashtags**

We encourage you to use the hashtag **#LastStopTheOcean**, to help create a social media community where users share and interact with one another through the hashtag. You can include hashtags at the end of your post captions to increase your reach.

What are some other relevant hashtags I can use?

#MarineLitter #Recycling #Recycle #Upcycling #ZeroWaste #EcoFriendly #Environment #Reuse #Sustainability
#Sustainable #Waste #Eco #Plastic #Recycled #Nature #NoPlastic #Green #Pollution #SaveTheOcean #PlasticFree
#GoGreen

3.2 Paid Content

We encourage you to consider using paid content if you have the budget available to do so.

- **Boosting Posts**

We encourage you to boost your posts whenever possible. [Here is how you can boost a post on Facebook](#). Please note that you may be prompted to enter payment information when running paid content.

- **Promoted Ads**

Why would I promote rather than boost? *If you do not want these ads to appear on your organization's timeline you should promote the ads rather than boost them.* [Here is how you promote an ad.](#)

How do I create promoted ads? When promoting ads here is how we suggest you answer the criteria:

- You can create a promoted post by simply clicking the blue **Promote** button on the bottom left-hand column of your Facebook business page.
- You will then be prompted to choose a goal. We encourage you to select **Get more website visitors** since that will indicate to the Facebook algorithm that we you would like to optimize for website visits.
- Regarding the **Description**, we encourage you to use one of the captions we suggest further below.
- When choosing a **Photo or Video**, we have provided several options for you to choose from.
- In terms of the **Headline**, we encourage the use of "Last Stop: The Ocean".
- For the **Button Label**, we encourage the use of "Learn More" since we aim to spread awareness and education people on how to reduce and prevent marine litter.
- For the **Website URL**, we encourage you to direct to www.laststoptheocean.com. On the website, users will be able to find more information on how to reduce and prevent marine litter.
- You will then need to identify a **target audience** - the type of people you want to connect with. The simplest starting point is to target your city or town. Additionally, you can further refine the target audience through interests such as "Sustainability" or "Recycling".

- Regarding **the daily budget**, you will need to input exactly how much you want to spend over the course of your entire campaign. Facebook will never go over that pre-set budget. A minimum of 20\$ per day is recommended by Facebook.
- You will need to specify the exact cut-off date for the **ad run time**. Facebook will automatically try to distribute your budget evenly over the course of the ad run time. A minimum run time of 4 days is recommended by Facebook.

3.3 Suggested Captions

Statement posts

- **Statement post #1**

That wrapper on the sidewalk could end up in the ocean. Dispose of your trash wisely to make sure your litter doesn't end up in the ocean. 🗑️ 🌊 🌊 Learn how your trash travels at www.laststoptheocean.com. 🌊 🌊

- **Statement post #2**

If all roads lead to the ocean 🌊 🌊 and North America's river system acts like an aquatic highway 🚚 🌊 ... where could your litter end up? Learn how your trash travels at www.laststoptheocean.com. 🌊 🌊

- **Statement post #3**

Litter can travel from anywhere in North America all the way to the ocean. 🗑️ 🌊 🌊 Clean up your act and make sure your waste is disposed of properly. 🗑️ Learn how your trash travels at www.laststoptheocean.com. 🌊 🌊

Video Ads

- **Video Ad #1**

When you miss the trash can, wind and rain can carry your litter into streams and rivers. Last Stop: The Ocean 🗑️ 🌊 Keeping our waterways clean is easy 🗑️ 🌊 – learn more at www.laststoptheocean.com.

- **Video Ad #2**

"I live nowhere near the ocean – how could my trash possibly end up there?" 🗑️ 🌊 🌊
Here's how city litter can become marine litter 🗑️ 🌊 www.laststoptheocean.com.

- **Video Ad #3**

Parks & Streets ➡ Drains & Gutters ➡ Canals & Rivers ➡ The Ocean.

Discover how trash travels from your hands to the ocean at www.laststoptheocean.com 🗑️ 🌊 🌊

- **Video Ad #4**

North America's massive river network is like a giant aquatic highway 🚚 🌊 and all roads lead to the ocean. 🗑️ 🌊 You can help combat marine litter. 🗑️ 🌊 Learn more at www.laststoptheocean.com

- **Video Ad #5**

Why is there so much trash in the ocean? Most marine litter actually starts on land. 🏠 🗑️

Learn how your trash travels ➡️ www.laststoptheocean.com

Story Ads

- **Story ad 1, frame #7**

Click the 📍 link in @[Insert profile name] bio to learn how! 🗑️ 🌊

- **Story ad 2, frame #7**

Click the link in @[Insert profile name] bio to learn how you can help. 🌊 🗑️ ♻️

4. CONTACT

The “Last Stop: The Ocean” campaign materials are available for download in English, French and Spanish and can be used by any city or organization in North America wishing to implement a campaign to prevent and reduce marine litter. If you have any questions on using these materials or on other tools and resources developed by the CEC, please reach out to us at info@cec.org.

The CEC is on Instagram, Facebook, Twitter, LinkedIn, Medium and Youtube! Stay in touch and connect through any of our channels (list here: https://linktr.ee/cec_social)