

PACIFY. NOT POLLUTE.

Our goal with this campaign is to raise awareness on just how devastating plastic pollution in our oceans can be for the ecosystems and humans alike. To *pacify* is to **calm, restore, or bring back to a state of peace.** Through a series of engagements via Instagram, we plan to push for a peaceful ocean, encouraging users to support a restoration of our oceans.

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Purpose and Impact

1

The importance.

Ocean plastic pollution affects water quality, marine biodiversity, and human ecosystems. 1 in every 3 fish caught by fisheries contains plastic. We want to address the importance of mitigating this issue and include how everyone can play a part in helping.

2

Goal.

Our goal is to raise an abundance of awareness about the issue of plastic pollution in our oceans and the detriments that it can cause.

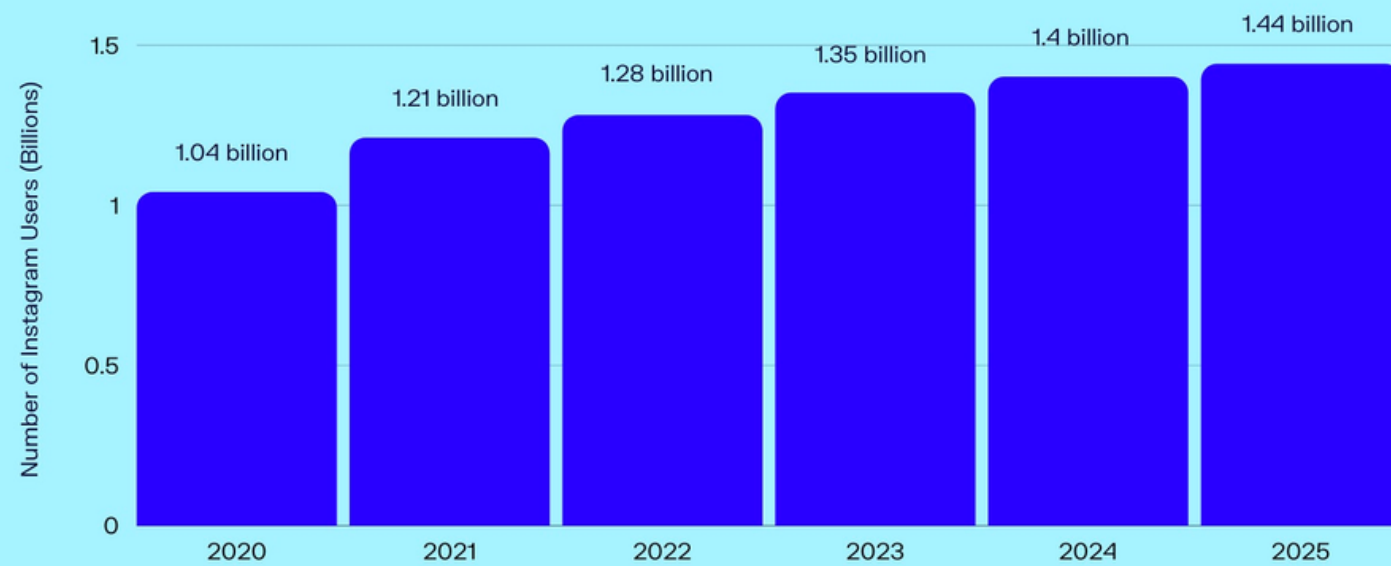
3

Call to action.

Our posts will address the following;
What is it? , Why does it matter?,
What can you do?
Alongside answering these, we plan to address various nonprofits, climate change bills, and fun facts in the hopes of gaining attention and care about our issue.

Target Audience

Number of Instagram Users (2020–2025)

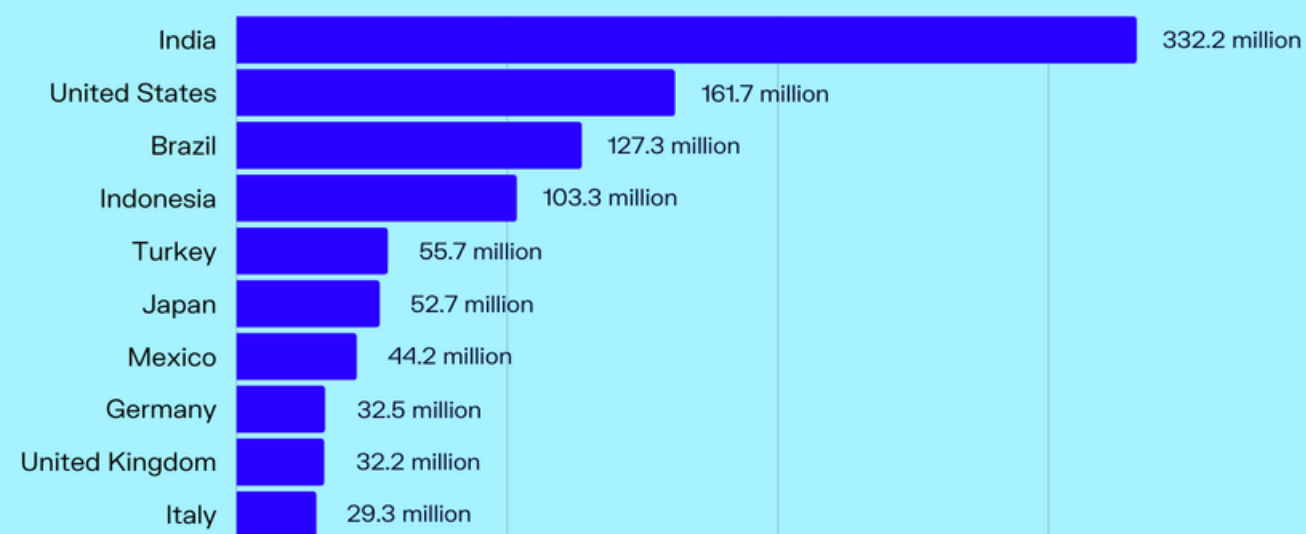


Source: Statista

September 2023

OBERLO

Instagram Users by Country



Source: DataReportal

OBERLO

The primary focus of our campaign targets Instagram users, given its widespread usage as a social media platform across the globe. Our goal is to captivate a diverse audience in the cause of ocean conservation through this project.

By the culmination of its implementation, we aim to have enlightened numerous individuals about the detrimental effects of plastic pollution on our oceans.

Marketing Channels

Instagram stands out as an effortlessly navigable and widely accessible social media platform, catering to a diverse spectrum of ages and demographics. Instagram is seamlessly integrated into the Meta Platforms, Inc. network, empowering us to effortlessly extend the reach of our posts across a broader array of social media communities.



Affordances

- Ease of navigation
- Widespread accessibility
- Extended reach

Limitations

- Platform dependence
- Algorithm changes
- Content adaption

Campaign Objectives

- 1. Public Awareness and Understanding:** Increase public awareness about the impact of plastic pollution on ocean ecosystems, emphasizing the connection between pacifying behaviors and a healthier ocean environment.
- 2. Behavioral Change:** Encourage a measurable percentage of the target audience to adopt pacifying behaviors, such as reducing single-use plastic consumption, properly disposing of waste, and participating in eco-friendly practices.
- 3. Digital and Social Media Engagement:** Leverage social media platforms and digital campaigns to reach a wider audience, share informative content, and encourage the online community to participate in the "Pacify, Not Pollute" movement.
- 4. Art and Culture Integration:** Utilize art to convey the campaign message creatively, fostering a sense of responsibility and connection to the ocean.
- 5. Policy Advocacy:** Advocate for the development and implementation of local policies that discourage plastic pollution, promote recycling, and support sustainable waste management practices.



Timeline

Jan/Feb 2024



Content

Collecting content (images/video) from various beaches up the coast of the Pacific Ocean and the Pacific Garbage Patch. Simultaneously having a team of researchers pull unique facts and information to share.

March/April 2024



Editing

Our team will assemble our media posts and content together into various Instagram posts to engage our community. During this time we will also start the page to gain traction and a following in local communities.

Summer 2024



Outreach

We will reach out to our communities via our media posts on Instagram, calling them to donate to our Pacity, Not Pollute foundation and volunteer at our local cleanups. We will also try to establish clubs at universities across the U.S. to spread our message.

Summer 2024



Data Analysis

After our big media launch in Summer 2024, we plan to employ a data analytics team to see the direct effect our posts have on our foundation contributions. This team will impact the future posts we release.



Budgeting

This project is an affordable campaign that capitalizes on the accessibility and popularity of social media. Here is our realistic budget plan over the first 6 months of our Campaign;

Personnel:

Content Creator/Manager: \$1,000/month (x6 months) = \$6000

Social Media Strategist: \$750/month (x6 months) = \$4500

Graphic Designer: \$750/month (x6 months) = \$4500

Influencer Collaborations (est. 2 influencers): \$1,500 each = \$3,000

Research and Content Development:

Environmental Expert (for webinars): \$1,500

Educational Materials: \$2,000

Media Production:

Videographer/Photographer: \$3,000 (for shooting and editing campaign videos and images)

Equipment Rental (cameras, lighting, etc.): \$2,500

Promotion and Advertising:

Sponsored Ads on Instagram: \$5,000

Boosted Posts and Promotions: \$2,000

Unforeseen Expenses: \$1,700 (5% of total budget)

Total Revised Budget:
~\$35,700

Comparable Media Examples



Surf Rider Cleanup

The Surfrider Foundation is a non-profit organization that has a network of chapters and volunteers around the world who actively engage in beach cleanup events. These events typically involve volunteers gathering at beaches to collect and remove marine debris, plastics, and other pollutants. The foundation also works on broader campaigns to address coastal pollution, advocate for policies to reduce plastic use, and promote sustainable coastal management practices.



The Ocean Conservancy

The Ocean Conservancy's mission is to create solutions for a healthy ocean/ environment. The organization focuses on addressing a range of ocean-related issues, including plastic pollution, overfishing, climate change, and habitat protection.



The Ocean Cleanup

The Ocean Cleanup is a non profit organization that operates globally. The foundation focuses on getting rid of plastic pollution in our oceans. The organization is actively always finding ways to raise public awarness to save marine life and our evironment around us.

Methods & Strategy

For this project, we have carefully selected 5 different methods that will be our non-negotiable standards for our campaign. These methods allow us to have a consistent approach to our campaign and give us areas we can track.

1. **Content Creation:** Develop visually engaging and informative content about ocean plastic pollution, its impact, and sustainable practices.
2. **Hashtag Campaign (#pacifynotpollute):** Use this # in our posts and encourage our users to use it when making their own posts
3. **Partnerships and Collaborations:** Partner with environmental organizations, NGOs, and influencers to amplify the campaign's reach.
4. **Scheduled Updates:** Maintain a consistent posting schedule to keep the audience informed and engaged.
5. **SMART KPIs:** Use SMART (Specific, Measurable, Attainable, Relevant, Timely) KPIs to track the progress of our campaign. *More on this on the next slide.*

Key Performance Indicators (KPIs)

For this project, we will use SMART (Specific, Measurable, Attainable, Relevant, Timely) KPIs to track the progress of our campaign. SMART KPIs make it easier for our team to commit to our goals and consistently work towards them over time.

Audience Engagement:

Measure likes, comments, and shares on each post to gauge audience engagement. *Aim for ~200 likes, ~10 comments, ~5 shares per post*

Track the growth of followers over time: Monthly check-in. *Aim for 1000 follower in the first year.*

User-Generated Content (UGC):

Track the number of posts created by followers using campaign hashtag. (#pacifynotpollute). *Aim for # to reach 200 interactions in the first 6 months*

Reach and Impressions:

Utilize Instagram Insights to monitor the growth of the campaign's reach. *Aim for average of 1000 accounts reached per post.*

Meet The Team



Janna

I am a Masters student in the Biology program working under Dr. Liza Rogers and Dr. Yvonne Sawall pursuing research on mitigating thermal stress in coral reefs using artificial upwelling. I'm excited to learn more about ocean pollution and bring my strengths from my undergrad degrees in Biology and Environmental Studies to this project.



Leslie-Ann

As a criminology and criminal justice major I have gained an understanding of components, from law enforcement and courts to corrections. My enthusiasm centers on identifying and addressing key problems within this system and I hope to contribute these assets to this project!



Stephanie

My academic focus lies in Film and Media Production, and I've seamlessly integrated a media and storytelling perspective into the campaign.



Gabi

My knowledge is in Biological Sciences & Human Rights. My studies have given me a helpful background in health, conservation, and environmental ethics as well as policy, law and social justice which are assets I am able to bring to this project.

RESOURCES

<https://www.oberlo.com/statistics/instagram-users-by-country>

<https://www.oberlo.com/statistics/how-many-people-use-instagram>

<https://blog.hootsuite.com/social-media-kpis-key-performance-indicators/>

<https://sproutsocial.com/insights/social-media-budget/>