MARINE PROTECTED AREAS DAY
Social Media Guidelines for 2027

A simple guide to sharing, tagging and amplifying Marine Protected Areas Day.

THE GOLDEN RULE

TAG OUR CAMPAIGN ACCOUNTS AND USE #MPADAY2027 ON EVERY MPA DAY POST, SO WE CAN FIND, SHARE AND CELEBRATE IT.

WHY IS TAGGING US IMPORTANT?

Be seen: tagged posts are easy for us to find, so we can celebrate them and, where it fits, repost your content.

Join a global movement: MPA Day was celebrated in 43 countries and regions in 2026.

Make connections: your post reaches other partners, organisations and communities working for ocean protection.

OFFICIAL CAMPAIGN DETAILS

Facebook	Marine Protected Areas Day @MPASouthAfrica
Instagram	@marineprotectedareasday
LinkedIn	MPA Day
YouTube	@mpaday2219
TikTok	@mpa.day
Email	info@mpaday.org
Resources hub	https://mpaday.org/resources-hub

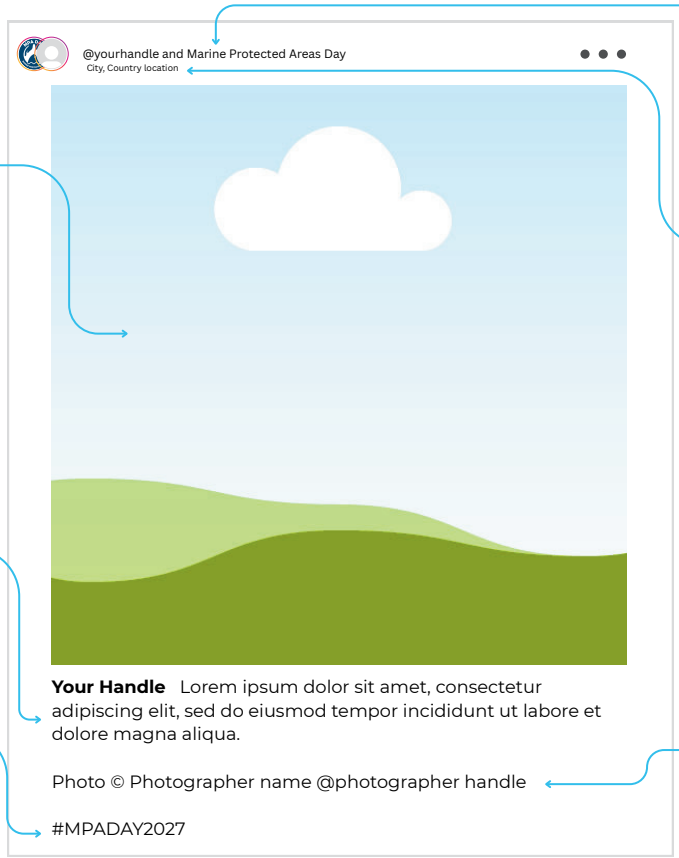
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POSTING GUIDE

TAG. COLLABORATE. SHARE.

Use this quick reminder when publishing MPA Day content so that we can see and amplify your posts.

ANATOMY OF A GOOD POST



Collab tag:
Where possible, include us as a collaborator

Photo/video/illustration:
share your beautiful content

REMINDER
Only share images you have permission to use.
Crediting creators protects them and lets us safely repost your content.

Location tag:
Let the world know where you're posting about or from

A NOTE:
For wildlife photos, share the general area, not the exact beach or reef site, to protect these areas.

i.e. "iSimangaliso Wetland Park", not the exact location of the sighting within the park.

Caption:
Appropriate caption explaining your post

Approved hashtag:
#MPADAY2027

Always credit the creator:
Photo/video © Name @handle

ALWAYS INCLUDE THESE TWO THINGS

1 TAG THE ACCOUNT
tag/mention the official MPA Day account on the platform you are posting on. @

2 ADD THE HASHTAG
Use the approved hashtag
#MPADAY2027 #

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WHAT DOES A COLLABORATION POST DO?

A collaboration invitation can allow a post to appear on more than one account and reach both audiences. Tagging is still important. Send the invitation to the official account and remember that it may need to be accepted.

✔ GOOD TO GO

Account tagged
Approved hashtag included
Collab invite sent

✖ EASY TO MISS

Campaign mentioned but not tagged.
Hashtag missing or misspelt

PLANNING TOGETHER

YOUR STORY CAN TRAVEL FURTHER.

The earlier we know what you're planning, the easier it is to coordinate and amplify it

1. **TELL US WHAT YOU'RE PLANNING**
   Events, activations, stories, videos, or campaign ideas - get in touch early
2. **LET'S COORDINATE**
   Share your timing and ideas so we can align messaging and spot collaboration opportunities.
3. **PUBLISH & TAG**
   Use the official account tag and approved hashtag on every MPA Day-related post.

NEED A HAND?

EMAIL THE TEAM AT INFO@MPADAY.ORG