SOCIAL MEDIA STRATEGY

PROTECT BALTIC
Preserve Revive Thrive

HELCOM

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**Protect Baltic project
Social Media Strategy**

**Funded by
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01 Summary

At the heart of PROTECT BALTIC lies a powerful call to action: to preserve, revive, and help the Baltic Sea's marine ecosystems thrive.

This social media strategy aims to put in place guidelines for how we plan to amplify awareness and deliver crucial information for informed decision-making by leveraging social media channels.

Across Facebook, Instagram, LinkedIn, Twitter, and TikTok, we will share our journey, our discoveries, and our commitment to fostering a healthier and more resilient Baltic Sea for future generations.

Raising awareness: to heighten awareness of the Baltic Sea's ecological significance, engaging diverse audiences. Through social media, the aim to ensure that the Baltic's critical role in the region is understood by individuals and communities, instilling a sense of responsibility for its well-being.

Expanding outreach: through social media, the project is committed to reaching a wide array of stakeholders, from national environmental authorities and MPA managers to students and businesses. By broadening outreach, the aim is to establish a robust network of support, collaboration, and advocacy for protecting the Baltic Sea region.

Effective dissemination: through relevant channels scientific findings, research, and project updates will be disseminated. The project endeavors to guarantee that essential information reaches decision-makers, scientists, and the general public, empowering them to make informed decisions for the preservation and protection of the Baltic Sea.

02 Audience segmentation

At PROTECT BALTIC, we understand that effective communication is not one-size-fits-all, and that messages and engagement strategies need to be tailored to diverse groups of stakeholders.

Building connections with specific audiences is essential to driving meaningful change. That is why it is important to understand their needs, concerns and interests so that we can create content that resonates with them on a deeper level.

In this section, we outline this segmented approach, highlighting the key audiences we aim to engage across Facebook, Instagram, LinkedIn, Twitter/X and TikTok.
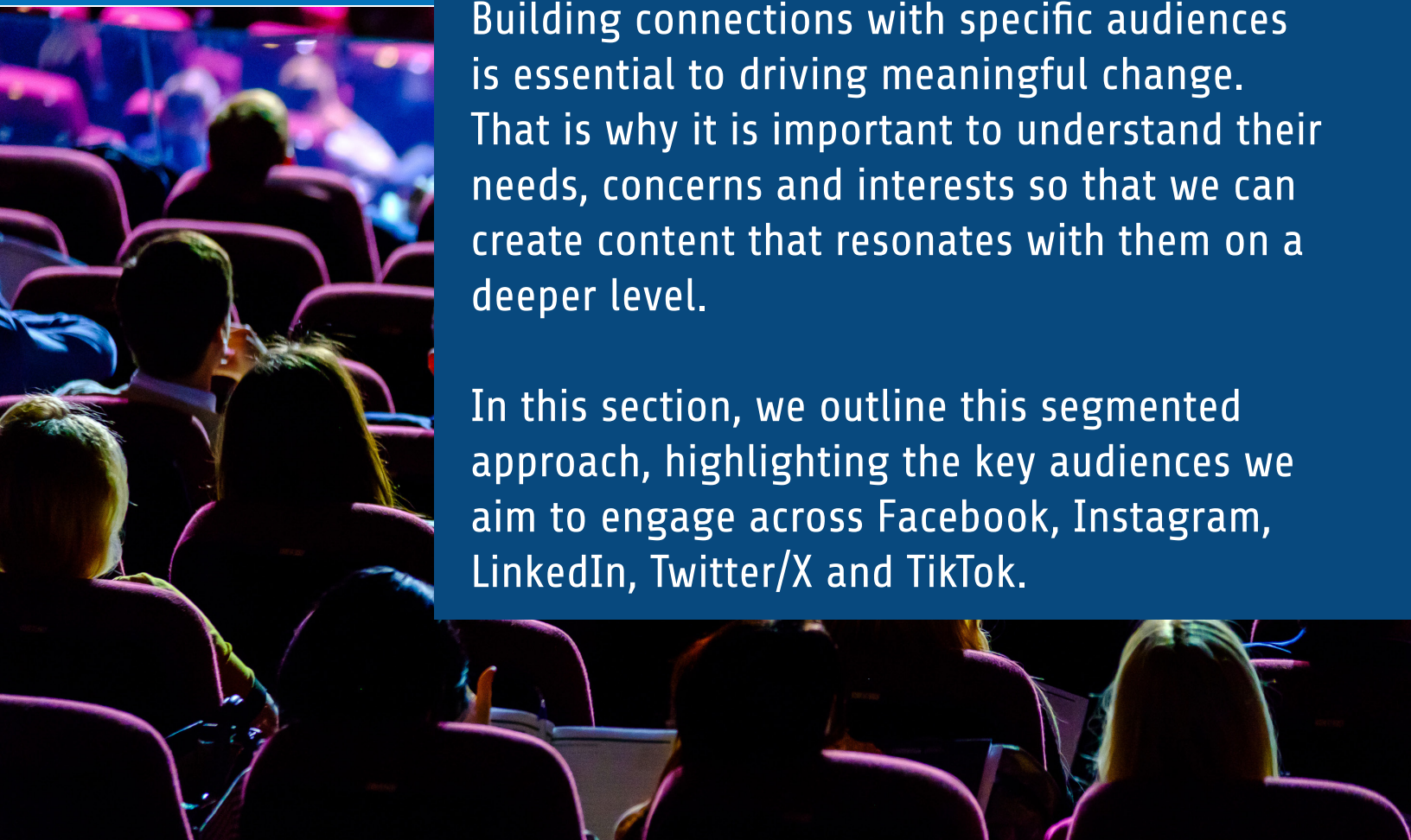
Facebook: General public, civil society and policy makers

- Share project updates, milestones, and success stories.
- Post multimedia content (images, videos, infographics).
- Host live Q&A sessions with project experts.
- Share partner and stakeholder content.
- Promote educational programs and the AR application.
- Encourage user-generated content and participation.
- Highlight positive impacts on businesses through sustainable practices.

Instagram: Students and general public

- Share visually appealing content showcasing the Baltic Sea.
- Post educational content and facts about marine life.
- Highlight student involvement and educational programs.
- Use stories and reels to engage with younger audiences.
- Promote events, workshops, and environmental initiatives.
- Encourage user-generated content through photo contests and challenges.

LinkedIn: Professionals and stakeholders

- Share project updates and scientific publications.
- Promote webinars, workshops, and training sessions for MPA managers and national environmental authorities.
- Share industry-specific insights and success stories.
- Highlight the project's alignment with EU and regional policies.
- Connect with professionals and organizations in the environmental and marine sectors.

Twitter/X: Scientific community and international organizations

- Share scientific findings, research articles, and project updates.
- Engage in knowledge sharing through scientific conferences and events.
- Collaborate with international organizations and tag them in relevant content.
- Use relevant hashtags to join environmental discussions.
- Promote key milestones and policy advocacy efforts.
- Share real-time updates during events and webinars.

TikTok: Youth and wider audiences

– Create short, engaging videos related to marine protection and biodiversity.
– Share behind-the-scenes content from project activities.
– Use trending challenges and soundtracks to reach a wider audience.
– Collaborate with influencers or content creators to amplify the message.
– Promote the AR application through interactive videos.
– Encourage users to participate in conservation challenges.

03 Visual specifications

Social media image sizes (in pixels)

	Facebook	Instagram	LinkedIn	X	TikTok
Profile photo	170 x 170	320 x 320	400 x 400	400 x 400	200 x 200
Landscape	1200 x 630	1080 x 566	1200 x 627	1600 x 900	1920 x 1080
Portrait	630 x 1200	1080 x 1350	627 x 1200	1080 x 1350	1080 x 1920
Square	1200 x 1200	1200 x 1200	1080 x 1080	1080 x 1080	1080 x 1080
Stories	1080 x 1920	1080 x 1920	N/A	N/A	1080 x 1920
Cover photo	851 x 315	N/A	1128 x 191	1500 x 1500	N/A

Facebook *image sizes*

Posts and timeline photos
1200 x 630
(200 x 200 minimum)

Profile photo
170 x 170

Cover photos
851 x 315

Stories
1080 x 1920

820 x 312
(desktops)

640 x 360
(mobiles)

400 x 150
(minimum)

Facebook profile pictures will display at 128 x 128 on smart phones. Profile pictures and cover photos work best in .png.

Use .jpg or .png to avoid compression and use these pixel sizes to avoid slow loading times.

Instragram *image sizes*

Landscape
1080 x 566
(for feed or
advertisements)

Portrait
1080 x 1350

Square
(for feed or
advertisements)

Thumbnail
161 x 161

Stories
1080 x 1920

Instagram supports landscape, portrait and square picture formats.

Despite the square format, profile photos are displayed in a circle so centre anything that needs focus.

LinkedIn *image sizes*

Blogpost images
1200 x 627

Profile cover photos
1128 x 191

Sponsored content images
1200 x 627
(maintain aspect ratio 1.91:1)

Profile photo
400 x 400

Spotlight ads
100 x 100

Sponsored carousel ads
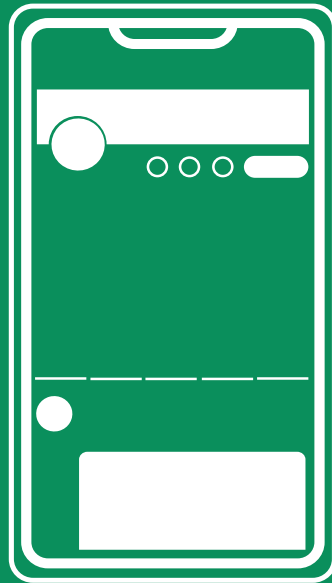1080 x 1080
(maintain aspect ratio 1:1)

LinkedIn can handle large files up to 8MB in size and photos as large as 7680 x 4320 pixels.

Cover photos get cropped differently on mobile and desktop so make sure to check both versions.

X (former Twitter) *image sizes*

Profile
400 x 400
(200 x 200 minimum)

In-stream
1600 x 900

Header
1500 x 500

**Single /
multi-image**
600 x 335

**Carousels /
website cards**
800 x 800
(1:1 aspect ratio)

800 x 418
(1.91:1 aspect ratio)

Tweets that include images get more engagement. So choosing the right image and quality is important.

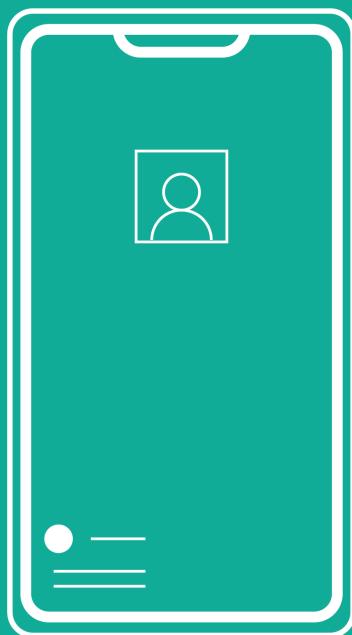**Header images are cropped to an aspect ratio of 3:1 and display differently depending which browser you use.**
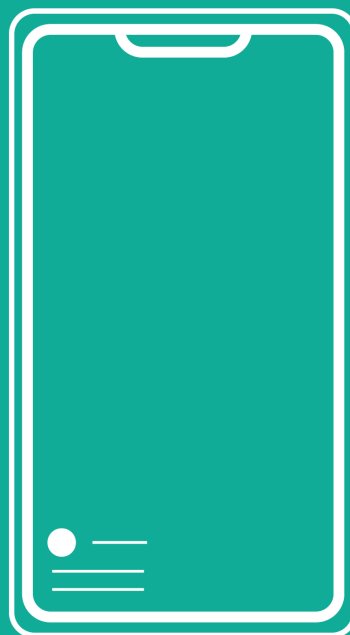
TikTok *image sizes*

Profile
200 x 200
(20 x 20 minimum)

Video
1080 x 1920

While 20 x 20 is the minimum for a profile picture, uploading a higher quality photo is recommended.

The ideal aspect ratio for Tiktok videos is 9:16. The same ratio can also be used for carousel images.

04 Hashtags and tagging

Using hashtags and tags can increase your content's discoverability, but it's essential to use them sparingly and only when relevant. Overloading your posts with too many hashtags or tags can come across as spammy, so stick to between 2–4 per post. Use them thoughtfully to engage your audience effectively on each platform.

Standard Project hashtags:

#ProtectBaltic #PreserveReviveThrive #MarineProtection #BalticMPAs #BalticMPANetwork #SustainableMPAs #MPABiodiversity #BalticSeaBiodiversity

Horizon Europe hashtags:

#EUmissions #HorizonEU #MissionOcean

EU MISSIONS
RESTORE OUR OCEAN & WATERS
Concrete solutions for our greatest challenges

On Facebook, hashtags are used to categorize your posts and to make them discoverable by wider audiences. To tag someone or a page, use "@" followed by their name or the page name in your post or comment.

Instagram relies heavily on hashtags for content discovery. You can add up to 30 per post. Use a mix of popular and niches hashtags related to your content. Tagging again is done using "@" followed by their username. This will notify them and create a clickable link to their profile.

LinkedIn also uses hashtags to categorize posts. Include relevant industry-specific or project-related hashtags to increase visibility. To tag someone on LinkedIn, type "@" followed by their name or company name. You will get suggestions as you type. Tag professionals, organizations, or partners to engage them in your posts.

Twitter is known for its use of hashtags. Include relevant and trending hashtags in your tweets to join conversations and increase your tweet's reach.

Similar to other platforms, you can tag users on Twitter by using "@" followed by their username.

TikTok thrives on trending hashtags. Use popular and relevant hashtags in your video captions to increase your content's visibility.

You can't tag users directly in TikTok videos, but you can mention or shoutout other users in your captions or video content by using their usernames.

05 Partner channels

	Facebook	Instagram	LinkedIn	X	TikTok
HELCOM	✓	✓	✓	✓	✓
Aarhus University	✓	✓	✓	✓	✓
AKTiiVS					
Bundesamt für Naturschutz			✓	✓	
Coalition Clean Baltic	✓	✓	✓	✓	
Finnish Environment Institute	✓	✓	✓	✓	
Jade University of Applied Sciences	✓	✓	✓		
Klaipeda University	✓	✓	✓		✓
Luontopalvelut Parks and Wildlife Finland	✓	✓	✓	✓	✓
Ministry of Climate of Estonia	✓		✓	✓	
Ministry of Environment of Denmark	✓	✓	✓	✓	
Ministry of Environment of Finland	✓	✓	✓	✓	
State Services for Protected Areas under the Ministry of Environment of Lithuania	✓		✓		
Swedish Agency for Marine and Water Management	✓	✓	✓	✓	
Swedish University of Agricultural Sciences	✓	✓	✓	✓	
University of Tartu Estonian Marine Institute	✓	✓	✓	✓	✓
Åbo Akademi University	✓	✓	✓		

06 Project platforms

https://www.facebook.com/protectbaltic

https://www.instagram.com/protectbaltic

https://www.linkedin.com/company/protect-baltic

https://twitter.com/protectbaltic

https://www.tiktok.com/@protectbaltic

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