

BIGFISH DIGITAL STRATEGY

CFMC September 2023-24

Campaign Overview

01

02

03

04

Digital Hub

Social Media

Big Fish Newsletter

LinkTree

Digital Hub www.bigfishinitiative.com

The Big Fish Digital hub will serve as the center piece of the campaign, bringing together target-specific resources, information, and calls to action for our 3 key audiences: fishers, decision makers, and the community (fish consumers) in 3 different languages of the campaign.

SOCIAL @BIGFISHINITIATIVE

BIG FISH NOW HAS ACCOUNTS ON THE FOLLOWING PLATFORMS:

- Facebook
- Instagram
- Twitter
- TikTok
- Threads
- Youtube
- WhatsApp Groups
- Spotify



Social Engagement Strategy

We plan on generating organic buzz by sharing high quality, relevant content in and utilizing the social reach of our parter organizations

Synchronized posting and re-sharing

We are currently building out our communication network and plan on sharing at least one joint collaborative post per week

CONTENT CRITERIA



Themes

FSA's, Eco-system education focused on species that aggregate to spawn, the importance of enforcement, Responsible Consumption, Stakeholders, Alternative livelihoods, Connectivity, Building community

Strategies

Stories of success, Hope and triumph, mathematical reasoning, Beauty/Wonder, Critical calls to action, Solutions, Fish as Charasmatic Animals, Ocean Stewarship, Viral Content

Lift level

Low, Medium, and heavy

Content types

Still images, Graphics, Video, Audio

CALENDAR

Aug-Sept

Begin distribution of the Big Fish weekly Newsletter

Mid September

Big Fish campaign launches across our digital platforms around key in person activations in Belize

*Exact date TBD

Sept-Oct

TOC Release in
Caribbean /
First 2 months of
social content
centered around
general themes and
strategies

November

Preparation for Grouper
Spawning season and
gearing up fishing &
sales messaging

*NO GROUPER FISHING OR SALES DEC-MARCH

Dec-Feb

Grouper spawning season! Maximize
Grouper fishing / sales messages during most active point

July

Snapper spawning season

May-June

Establish most active part of Snapper Spawning season

April

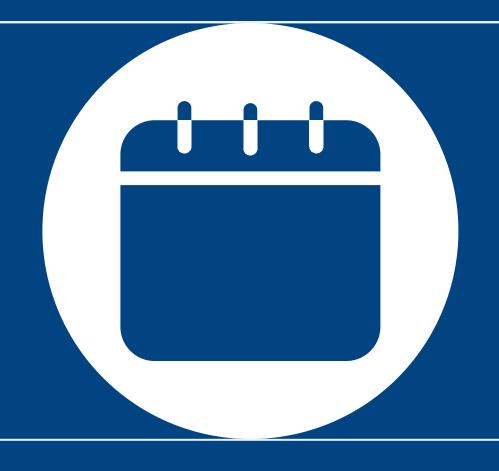
Snapper spawning season starts

March

Begin preparation for Snapper spawning season and fishing and sales messaging

*NO SNAPPER FISHING OR SALES APRIL- JULY

Big Fish Partner Event Calendar





We have created a collaborative event calendar with our partners in order to synchronize posting for screenings, workshops, and live events - both natural and cultural.

Big Fish Newsletter

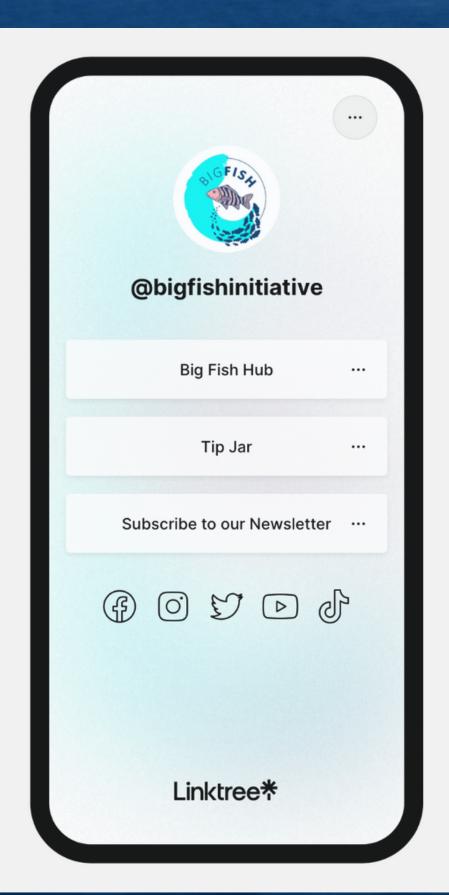
We have compiled the contact information of various legislative, media, and fishing partners - as well as communication experts in the wider caribbean region. Our newsletter will keep these contacts, as well as fishers influencers, up to date on everything Big Fish.



Link Tree

Our LinkTree will connect the following resources:

- Big Fish Digital Hub
- Donation "Tip Jar"
- All Big Fish social channels
- Newsletter subscription page



Thank you! Gracias Merci