



BIG FISH DIGITAL STRATEGY

CFMC September 2023-24

Campaign Overview

01

Digital Hub

02

Social Media

03

Big Fish Newsletter

04

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 partner 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 Charismatic Animals, Ocean Stewardship, Viral Content

Lift level

Low, Medium, and heavy

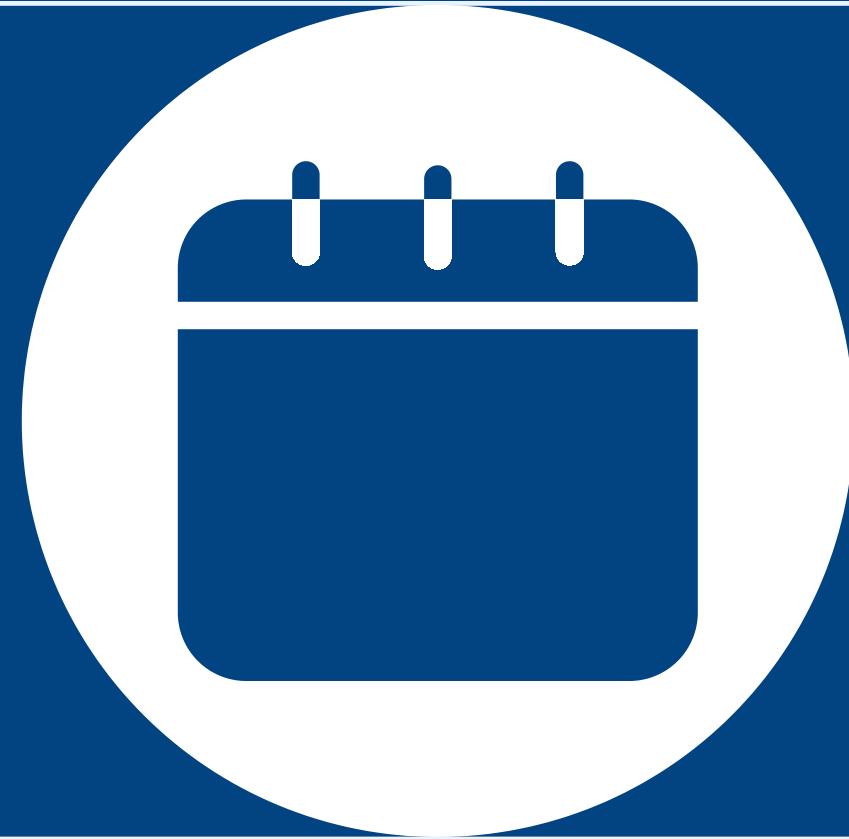
Content types

Still images, Graphics, Video, Audio

CALENDAR



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

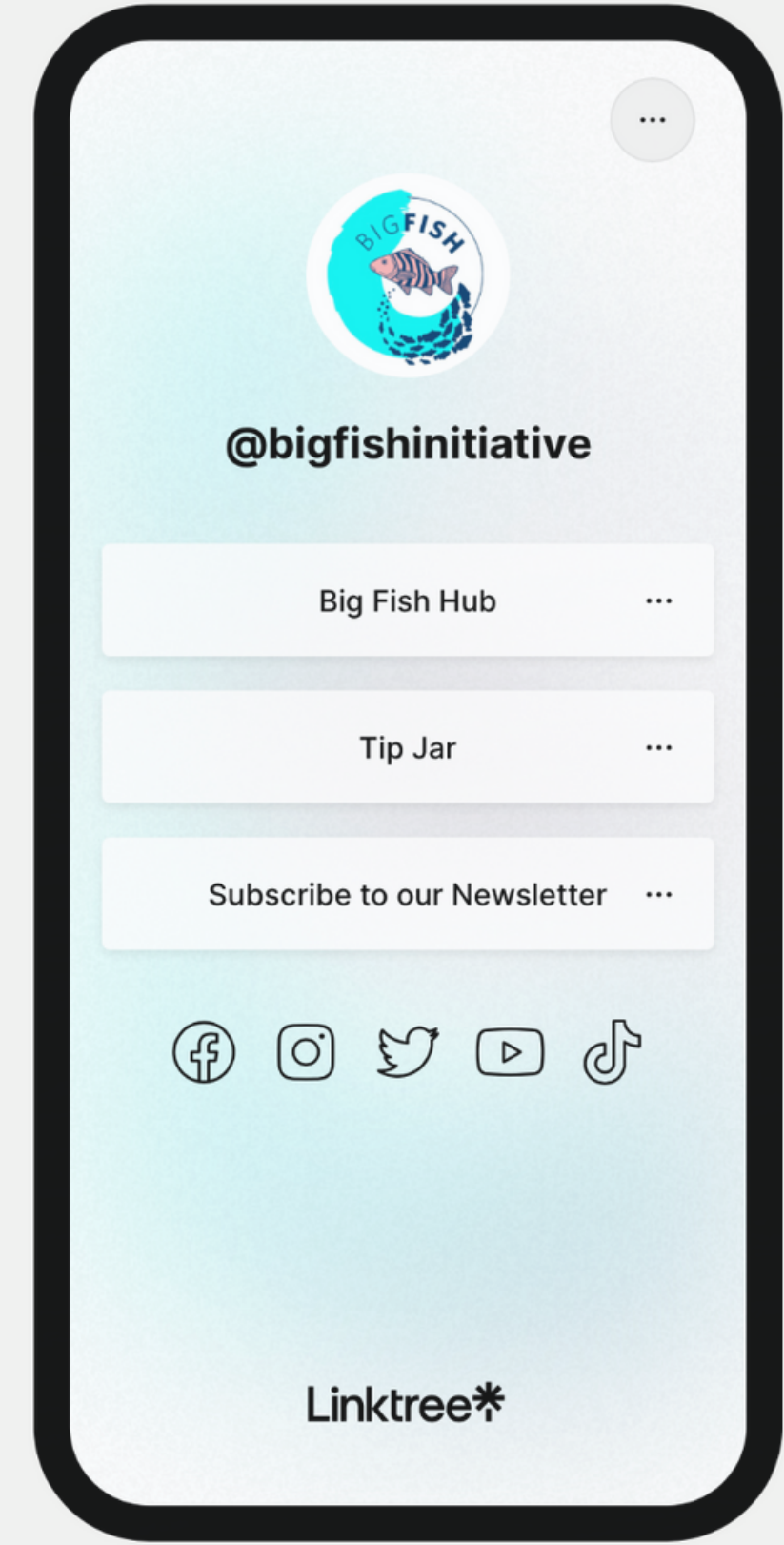
We have compiled the contact information of various legislative, media, and fishing partners - as well as communication experts in the wider caribbean region. Our newsletter will keep these contacts, as well as fishers influencers, up to date on everything Big Fish.



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