

Upwell 



The ocean is our client.







**60%**

Use social  
networking sites

**66%**

Use social media  
for civic/political

**38%**

Use to promote  
social issues

# Big Listening

## MPA KEYWORDS

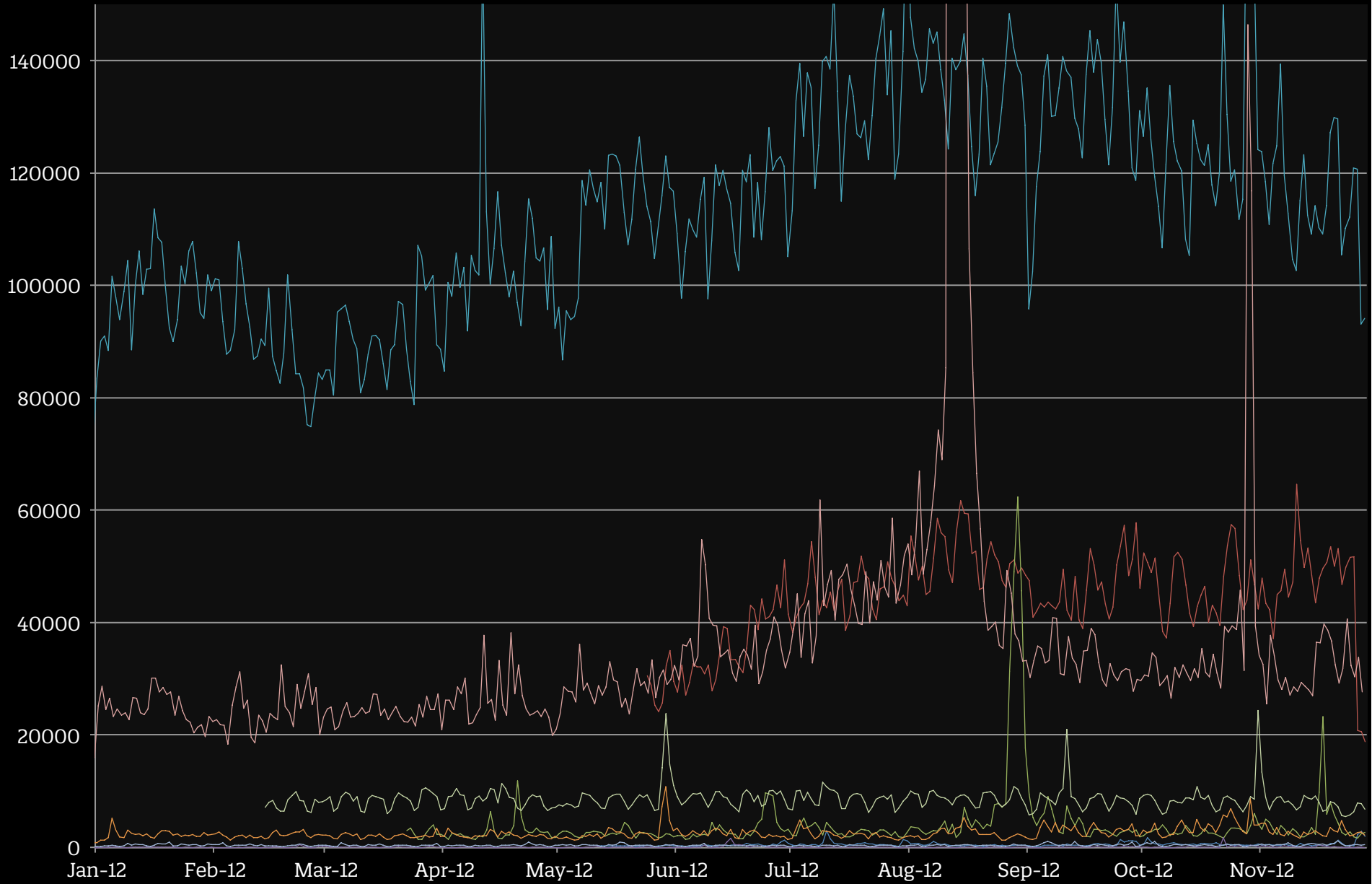
"marine and coastal  
protected area",  
"coastal protected  
area", "national  
marine sanctuary",  
"marine protected  
area", "marine  
reserve", "coastal



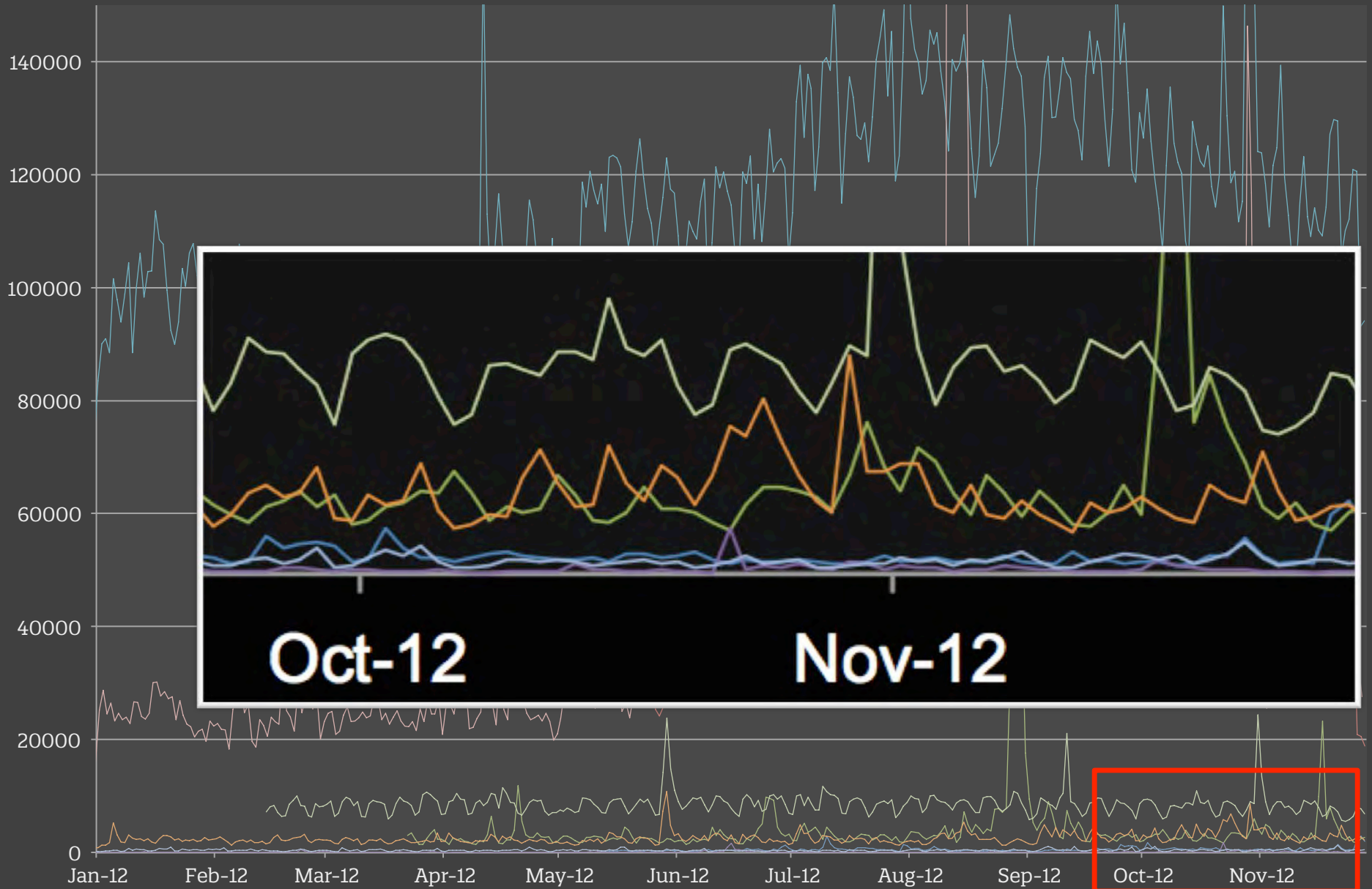
DASH BOARD



Ocean Acidification   Cetaceans   Gulf of Mexico   MPAs   Ocean   Overfishing   Sustainable Seafood   Sharks   Tuna

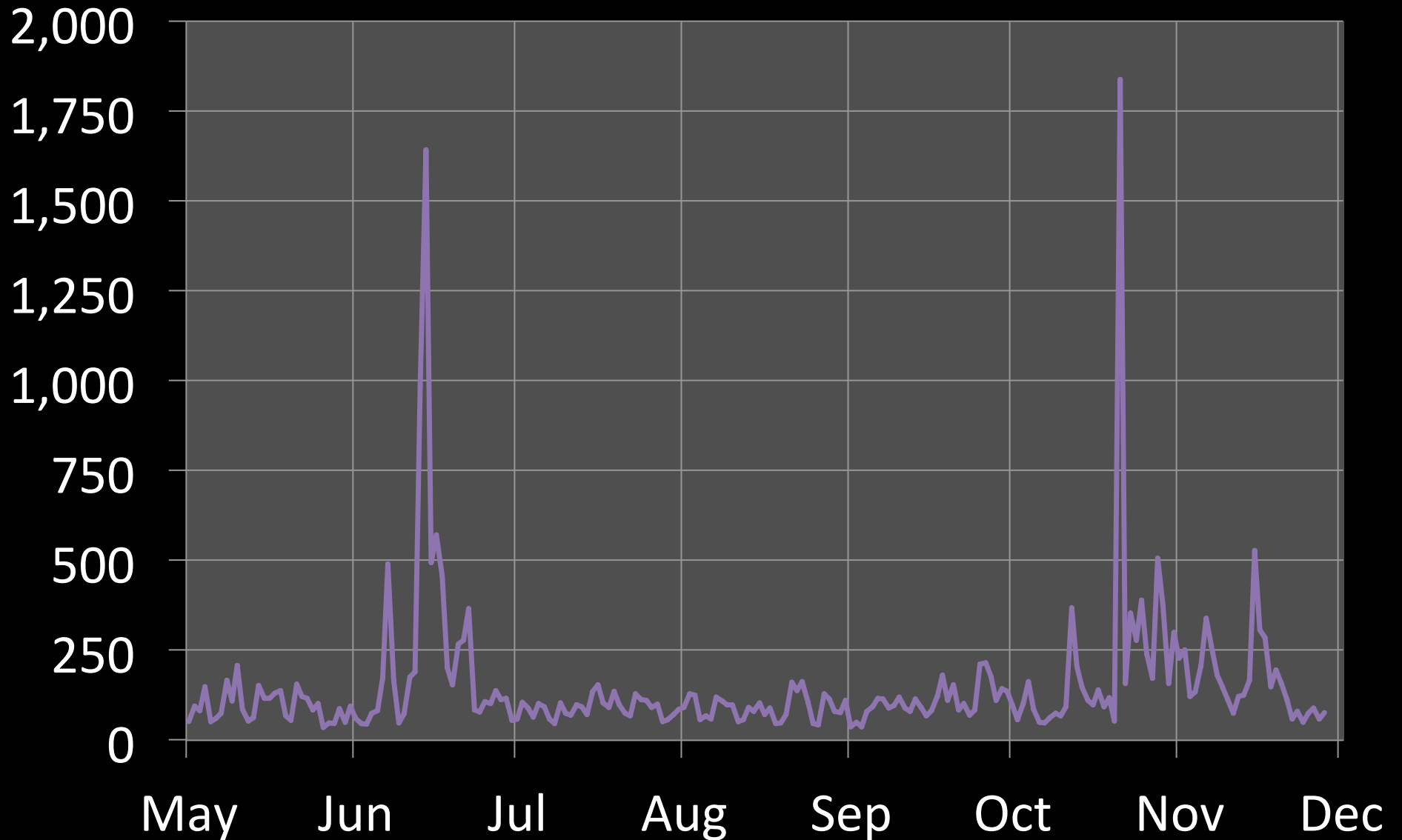


— Ocean Acidification — Cetaceans — Gulf of Mexico — MPAs — Ocean — Overfishing — Sustainable Seafood — Sharks — Tuna





# Social Mentions of Marine Protected Areas

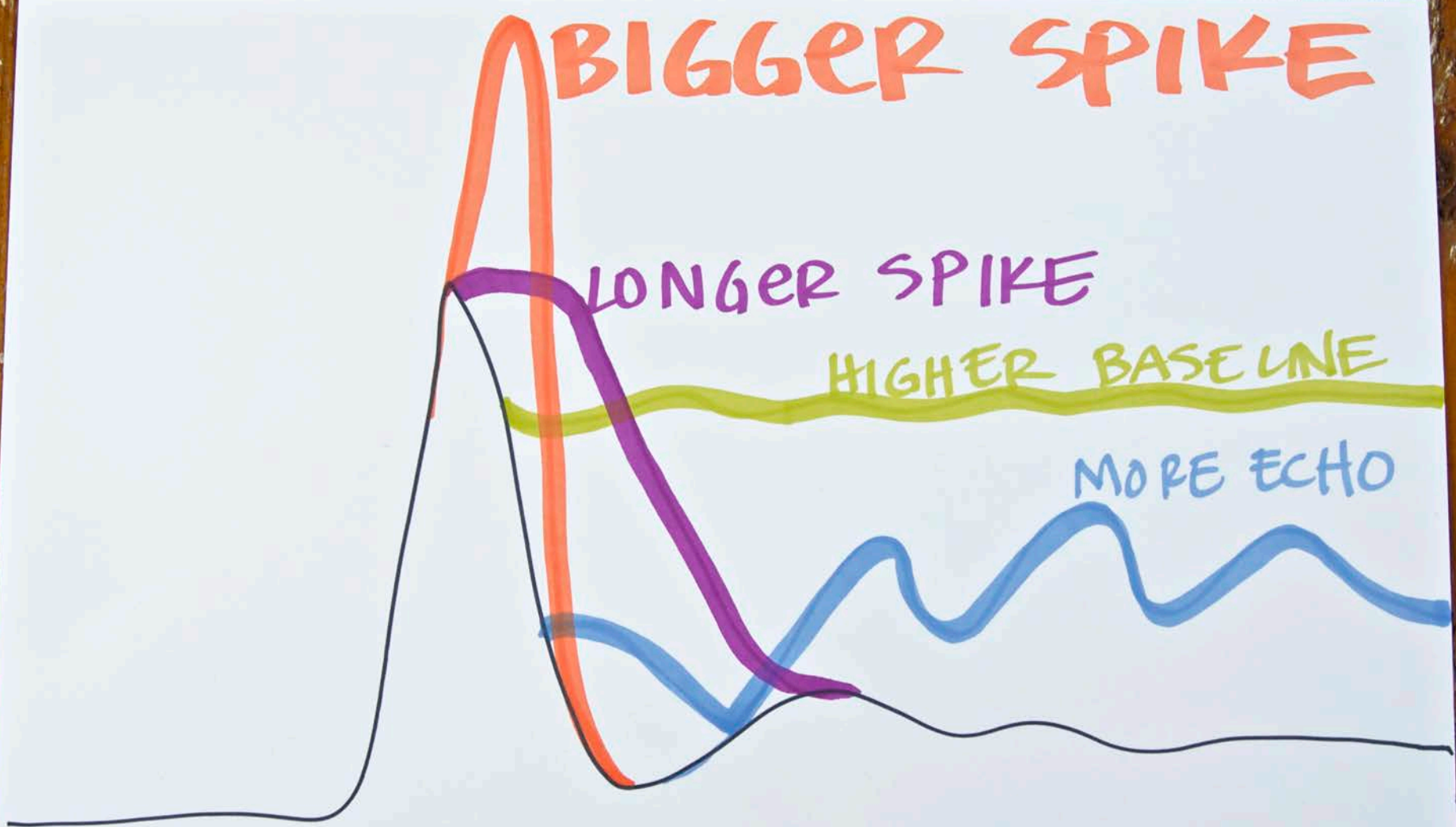


BIGGER SPIKE

LONGER SPIKE

HIGHER BASELINE

MORE ECHO



# Tide Report

from Upwell 

Morning friends! We're keeping an eye on the online conversation. Rio+20 disappoints on the high seas, but the surf is up.

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## IN THIS ISSUE

1. [Oceans at Rio+20](#)
  2. [Australian Marine Reserves Drive MPA Attention Spike](#)
  3. [Wednesday Was International Surfing Day](#)
  4. [Larry Buys an Island](#)
  5. [Tatzoo Bootcamps at Upwell](#)
- 

## Australian Marine Reserves Drive Spike in Online Attention to MPAs

Australia [announced last week](#) that it would establish "the world's largest network of marine reserves, which will ring the country and cover more than 3 million square kilometres of waters to protect reefs and marine life. ... The massive expansion of marine reserves [will] include key waters such as the Coral Sea and pygmy blue whale habitats off the southern coast of Western Australia."

The announcement resulted in a significant spike in the online conversation about MPAs, as you can see below. The conversation about MPAs is generally pretty quiet with about 200 social mentions a day, so a spike to 2,000 is pretty big.



# SLOW

## The New York Times






OP-ED CONTRIBUTOR  
An Oyster in the Storm

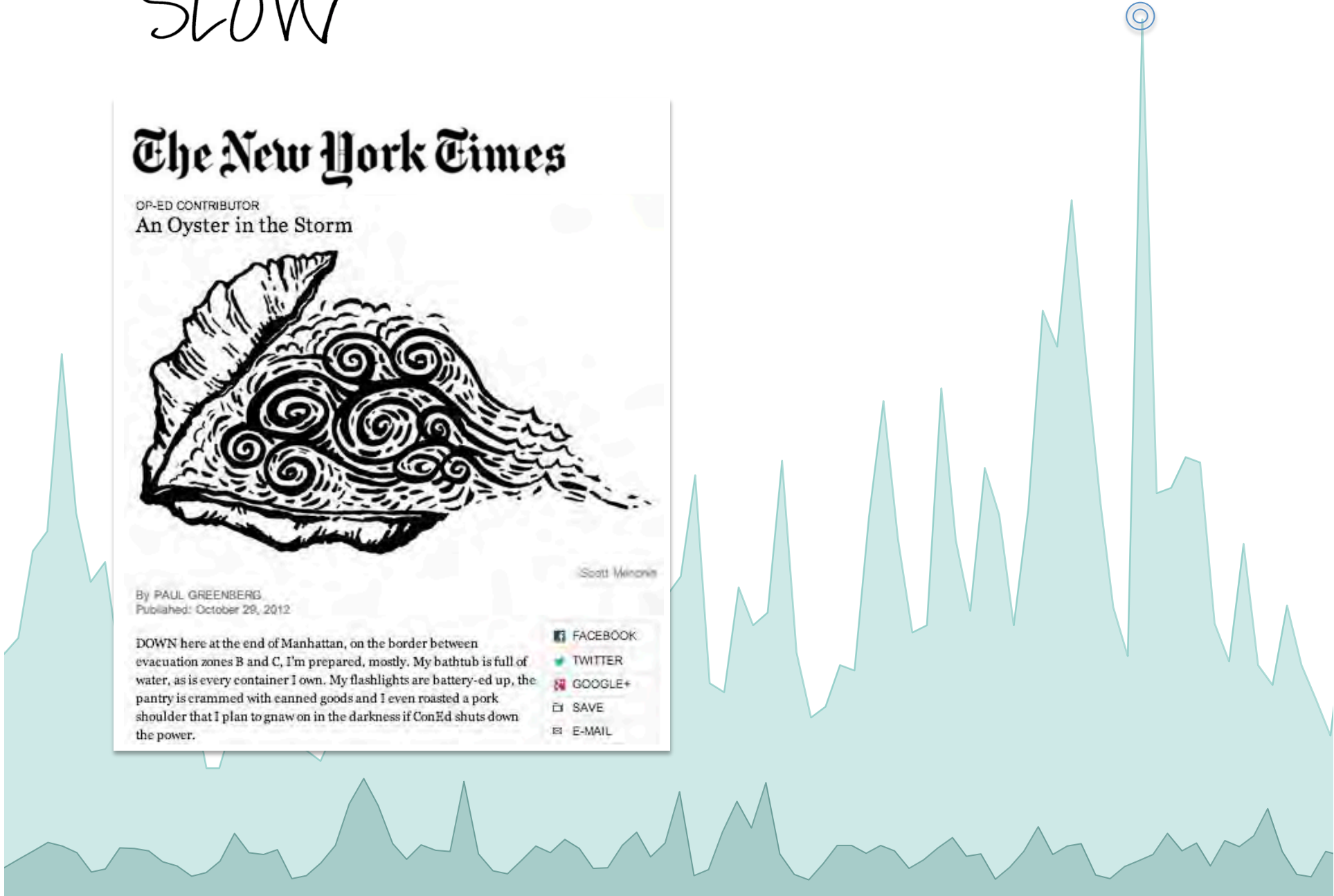


©Scott Minerva

By PAUL GREENBERG  
Published: October 29, 2012

DOWN here at the end of Manhattan, on the border between evacuation zones B and C, I'm prepared, mostly. My bathtub is full of water, as is every container I own. My flashlights are battery-ed up, the pantry is crammed with canned goods and I even roasted a pork shoulder that I plan to gnaw on in the darkness if ConEd shuts down the power.

-  FACEBOOK
-  TWITTER
-  GOOGLE+
-  SAVE
-  E-MAIL



# SLOW

# FAST

## The New York Times

OP-ED CONTRIBUTOR  
An Oyster in the Storm



—Scott McInnis

By PAUL GREENBERG  
Published: October 26, 2012

DOWN here at the end of Manhattan, on the border between evacuation zones B and C, I'm prepared, mostly. My bathtub is full of water, as is every container I own. My flashlights are battery-ed up, the pantry is crammed with canned goods and I even roasted a pork shoulder that I plan to gnaw on in the darkness if ConEd shuts down the power.

- FACEBOOK
- TWITTER
- GOOGLE+
- SAVE
- E-MAIL



# One penguin > many penguins

119,000  
impressions

424 clicks

38 shares

An advertisement for Antarctic protection. It features a fluffy penguin chick in the center, standing on a snowy or icy surface. The background is a soft-focus landscape of snow and ice. At the top, the text reads "The time to save the Antarctic is now." followed by "#Jointhewatch before October 22." in blue. A blue speech bubble on the right contains the text "Sign the petition at AntarcticOcean.org. Go go go!". At the bottom, the text reads "Protect one of the world's last pristine places before it's too late.".

The time to save the Antarctic is now.  
#Jointhewatch before October 22.

Sign the petition at  
[AntarcticOcean.org](https://AntarcticOcean.org).  
Go go go!

Protect one of the world's last pristine places before it's too late.



**Humans**



**New Scientist**

@newscientist



Follow

Want to catch more fish? Fish less, says DNA analysis of fish in marine reserves - [ow.ly/b8cCU](http://ow.ly/b8cCU) by [@MikeySlezak](https://twitter.com/MikeySlezak))

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FAVORITES







**New Scientist**

@newscientist



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Want to catch more fish? Fish less, says DNA analysis of fish in marine reserves - [ow.ly/b8cCU](http://ow.ly/b8cCU) by @MikeySlezak)

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**Ocean Conservancy**

@OurOcean



Following

New study shows that marine protected areas help life rebound dramatically after environmental disasters: [ocean.ly/OMwl42](http://ocean.ly/OMwl42)

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**New Scientist**

@newscientist



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**Ocean Conservancy**  
@OurOcean

New study shows marine reserves help life in the environment

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**Richard Black**

@enviroblack



Following

Marine reserves increased vastly in last few years [bbc.in/QXf7GZ](http://bbc.in/QXf7GZ) - but not all are as protected as they should be

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1  
FAVORITE





**New Scientist**

@newscientist



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**Ocean Conservancy**  
@OurOcean

New study shows marine reserves help protect environment

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FAVORITES



**Richard Black**

@enviroblack



Following

Marine reserves increased vastly in last few years



**A Beautiful Lie**

@ablorg



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Let's make it clear that there's massive support for marine reserves: [bit.ly/davtfb](http://bit.ly/davtfb)

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# THE CONVERSATION

IS TINY.



Right-size  
expectations.

USE  
HUMOR!

Celebrate

CONNECT  
with  
EXISTING  
conversations.

"MPAs"?



AUDIENCE



WE CURATE  
PACKAGE  
MEASURE

Let's work together.

[www.upwell.us](http://www.upwell.us)



Join Team Ocean

@upwell\_us

upwell.us/tide report