# WAKE UP THE WORLD

### *Chasing Coral Social Media Toolkit*

Since our journey with *Chasing Coral* began, we knew that if we could capture visual evidence of coral bleaching then we could reveal the phenomenon in a powerful way. Now that the film is available, we need your help to share it with the world.

Get started by following *Chasing Coral* on Facebook, Instagram and Twitter.

### *Here are a few ideas for how to share the film's message with your network:*

1. **Update your Facebook page cover photo** to build buzz around the film

2. **Share the trailer** to encourage others to watch

3. **Utilize our time-lapse footage** to amplify the story of our changing ocean

4. **Use our infographics** to share what coral bleaching reveals about our future and inspire others to act

5. **Check out our reading list** updated weekly with press and articles to keep you informed and inspired

---

**Get more ideas** like signing up to host a screening, joining local campaigns and using your skills to organize in your community.

## 1. UPDATE YOUR FACEBOOK COVER PHOTO (or post on Instagram)



[Download here]

[Download here]

## 2. SHARE THE TRAILER TO ENCOURAGE OTHERS TO WATCH

● The biggest story of our changing climate is hidden beneath the waves and  team of divers, scientists and filmmakers have finally captured it on film. Watch *Chasing Coral* on Netflix. #ChasingCoral ([tweet this](#) | copy and paste [HERE](#) for Facebook)

● Witness the tale of beauty, hope, and adventure that the New York Times calls an "emotional race against time". Watch *Chasing Coral* on Netflix today. #ChasingCoral ([tweet this](#) | copy and paste [HERE](#) for Facebook)

## 3. UTILIZE OUR TIME-LAPSE FOOTAGE TO AMPLIFY THE ISSUE

- Chasing Coral has released new time-lapse footage on @Upworthy that shows coral reefs responding to a 2 degree C rise in ocean temperatures. RT to wake up the world! #ChasingCoral #Upworthy #SaveOurOcean (tweet this | copy and paste HERE for Facebook)

## 4. USE OUR INFOGRAPHICS TO INSPIRE ACTION

Sample post copy:

A temperature increase of just 2 degrees Celsius may not seem like a lot in the air, but for marine life this is like living with a constant fever. Act now to lower our ocean's temperature by reducing carbon emissions in the air and join us in working towards clean energy solutions! #ChasingCoral

**Click HERE for accompanying infographic**

**tweet this**

Sample post copy:

Coral reef ecosystems support 25% of marine life in our ocean. Join us in taking action for our reefs and for a healthy planet at ChasingCoral.com. #ChasingCoral

**Click HERE for accompanying infographic**

**tweet this**

93% of heat trapped in the earth's atmosphere is absorbed by the ocean. Without our oceans, the average air temperature would be 122 degrees Fahrenheit. #ChasingCoral

**Click [HERE](#) for accompanying infographic**

**[tweet this](#)**

## 5. WHAT'S WAKING US UP

- [Umbra's 21-Day Apathy Detox](#)
- [Short Answers to Hard Questions About Climate Change](#)
- [Coral Reefs and Tourism](#)
- [14 Easy Ways to Reduce Carbon Footprint](#)
- [Building a Better Coral Reef](#)
- [The U.S. Is Tackling Global Warming Despite Lack of Federal Leadership](#)

### *Looking for more? Here are a few ways to grow the conversation offline:*

- **Get 5 friends to watch *Chasing Coral* on Netflix.** Even better, [sign-up](#) to organize a local screening!

- **Reach out to your local leaders.** Be it your boss, a local politician or your school's principal, use the film to reveal what's happening under the waves to open up an important conversation.

- **Inspire the next generation.** As Zack says, "if we could get kids to hold on to that curiosity, this world would be a much better place." Share the film at your local school, university or even at home.

- **Spark conversation with unexpected audiences.** It's important we find new champions to spread the word and push for change. Get creative: think of groups in your community that typically don't see this kind of content and set-up a screening together.

  ***Looking for even more? [Check out our action primer here.](#)***