

# GOOS Messaging Guide - Outline

## Introduction

The GOOS Messaging Guide (the Guide) is a **one-stop resource** for communicators across the GOOS system, providing shared agreed language to help the community around the Global Ocean Observing System implement cohesive and impactful messaging through all its components, with minimal effort, building clear and purposeful communications.

The Guide is designed to address the fragmented communication landscape identified through the desk research of GOOS operations, and validated through the stakeholder interviews.

The social listening analysis conducted by Research for Purpose will inform the language and tone of definitions and messaging proposed throughout the Guide, to ensure alignment between GOOS' internal language and external understandings, biases and needs, whether from key stakeholders or society at large.

The Guide will seek to address the following major significant gaps:

### **Clear Definitions**

The Guide will provide shared, standard definitions of what GOOS is, its mission, and the definition and role of each component. This will help reduce misunderstandings about GOOS's structure and functions.

### **Audience Differentiation**

The Guide will provide language and case studies to tailor communications to varied stakeholder needs, from policymakers to blue tech entrepreneurs, emphasizing downstream societal benefits. Using the Guide should enable GOOS components to speak with a unified voice while addressing specific audience requirements.

### **Actionable Resources**

The Guide will include practical tools such as powerpoint presentation outlines and case studies.

### **Guidelines on internal communications & engagement**

The Guide will provide clear internal communications guidelines and suggested processes for how to improve communications and communications-related collaboration (e.g. Media outreach, event organization, etc.) between the GOOS Management Team and the various components.

### **Evaluation Metrics**

The Guide will propose an evaluation metrics and feedback structure, based on a Key Performance Indicator (KPI) Framework to measure the consistency, adaptability, and engagement of GOOS messaging across components.

## Draft Table of Contents

### **1. Introduction and Rationale**

Outlines the purpose and context of the guide, addressing the challenges identified during stakeholder interviews. This section ensures that all components understand why unified messaging is critical.

Sections:

- o Purpose of the Guide
- o Importance of Unified Messaging for GOOS
- o Overview of Development Process

### **2. Quick Start: How to Use This Guide**

Summarizes the guide's core elements for rapid onboarding of new staff across GOOS Management Team and Components, including the principles of GOOS messaging & a checklist of all supporting internal resources (including websites, templates, tools, etc.) available to support the GOOS Management Team and various components in day-to-day communications and stakeholder engagement.

Sections:

- o Core principles of GOOS messaging
- o Checklist of available communication resources

### **3. GOOS: Definitions & Misconceptions**

Provides standard definitions on what GOOS is, its mission, and its unique value in the global ocean observation and data ecosystem. Addresses key misconceptions identified in interviews. This will focus on what GOOS "should" do, nodding to the parallel discussions around GOOS 2.0.

Sections:

- o What is GOOS and what does it do / What should be it be doing?
- o Structure and Components (Component-specific functions and objectives)
- o Key Achievements

### **4. Audience-Specific Messaging Framework**

This section provides customized messages directed at target stakeholder groups, ensuring relevance and resonance for each audience, and presents strategic messaging that highlight the importance of GOOS's contributions to global challenges,

aligning with three broad *GOOS service streams*: operational services (weather and ocean prediction, hazards warning, etc.), climate, and ocean health.

Sections:

- o Key Audiences and Their Needs
  - Member State Delegations
  - Policymakers (National or Supranational)
  - Funders (philanthropy, industry, governmental entities)
  - Scientific Community (users and suppliers)
  - Private Sector (users, suppliers, data and service providers)
  - General Public
- o Thematic Strategic Messaging:
  - Importance of Ocean Observing for Sustainability
  - Weather & Ocean prediction: Pillars for a safer and sustainable blue economy
  - Hazard forecast:
  - Climate, Biodiversity, Pollution: Monitoring and protecting ocean health amid global challenges
- o Tailored Messaging per key audience for various components of GOOS
  - Management Team
  - GOOS Steering Committee Members
  - GOOS Sponsors (UNESCO-IOC, WMO, UNEP, ISC)
  - GOOS National Focal Points
  - Expert Team on Operational Ocean Forecasting Systems (ETOOFS)
  - Regional Alliances
  - Expert Panels
  - OceanOPS
  - Observing Networks and Observations Coordination Group
- o Case Studies Demonstrating Impact based on key strategic themes outlined above.

## **5. Messaging Toolkit**

Offers practical resources such as templates, examples, and case studies to support consistent and effective communication across GOOS components.

Sections:

- o Communications Templates
  - Blurb / Boiler plates for GOOS and components;
  - PPT outlines;
  - Social media copy for main platforms (Facebook, LinkedIn, X, Instagram)
  - Generic press release structure (plus guidance on what makes a press release effective)
  - Email template about GOOS for external outreach
  - Sample speeches for high-level representatives
  - Template for creating new case studies (similar to the ones included in section 4)

## **6. Implementation and Coordination**

Defines roles and responsibilities within GOOS, providing a roadmap for coordinating internal and external communications.

Sections:

- o Roles and Responsibilities Across GOOS Components
- o Internal Communication Mechanisms

## **7. Evaluation and Continuous Improvement**

Outlines how to measure the guide's effectiveness using KPIs and feedback mechanisms, ensuring it remains relevant and impactful.

Sections:

- o Metrics for Measuring Success of the GOOS Messaging Guide (KPI Framework)
- o Monitoring and Feedback Integration Mechanisms

## **Next Steps**

The above Draft Table of Contents is the result of desk research and initial interviews with the GOOS Management Team. It will be reviewed and amended as additional (and potentially) conflicting elements and perspectives arise from stakeholder interviews with the various components of the GOOS / ocean observations ecosystem.

The contents of the Guide will also draw on the results of the social listening study undertaken by Research for Purpose as part of the overall deliverables.