The Global Ocean Observing System

Session 5b. Outreach: Communications

Part 1: GOOS Communications Toolkit

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Communications milestones 2025-2026

2025

- **May 2025:** Brand update + Communications Toolkit launch
- **October 2025:** Report Card 2025 launch

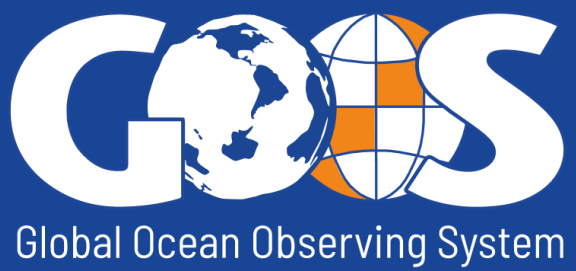
2026

- **www.goosocean.org** website update?

GOOS Brand update - 2025 May

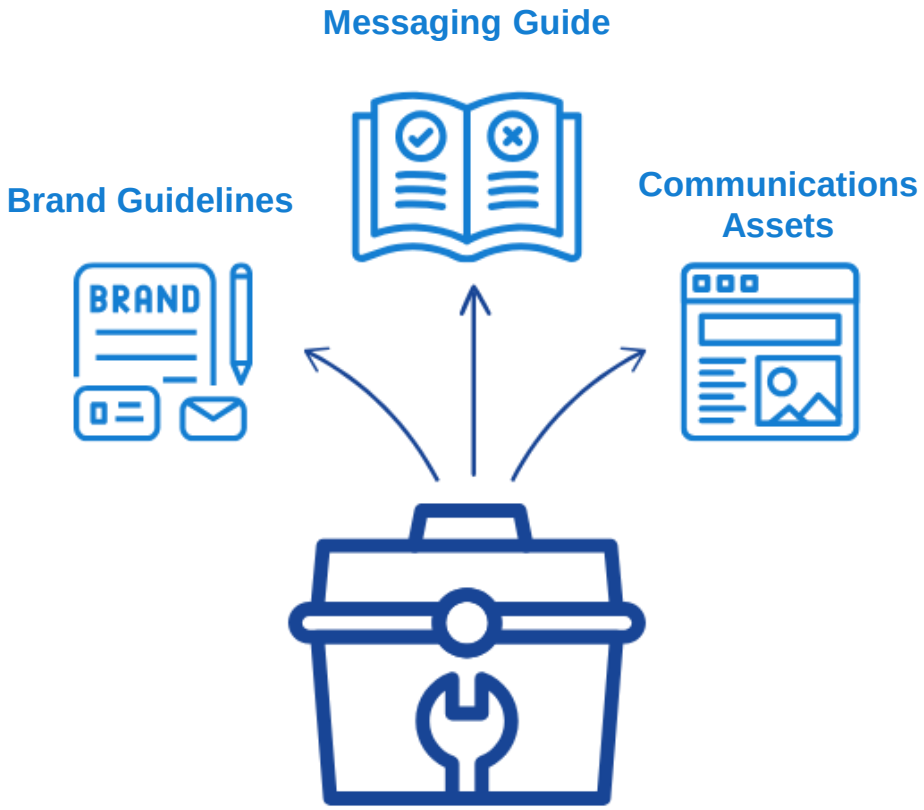
- A brand update was advised by a hired communications agency in 2021 to **modernize the look of GOOS**

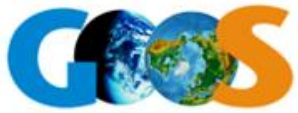
Background document:
GOOS 2025 Draft brand guidelines



GOOS Communications Toolkit

- Together with the brand update launch, a GOOS Communications Toolkit will be released, including:
  - GOOS brand policy and usage guidelines
  - Communications assets (Logo packages, PPT templates, report templates, virtual backgrounds etc.)
  - **GOOS Messaging Guide -** a guide for GOOS community representatives to ensure effective, streamlined messages about GOOS and the value of coordinated, sustained ocean observations.





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GOOS Messaging Guide:

Stakeholder Insights & Strategic Recommendations

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Key Findings from Social Listening

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GOOS Visibility & Reach

0.6% of global mentions, while NOAA leads (57%).

U.S. (62%) dominates discussions; need to grow in Europe, Latin America, Asia-Pacific.

Most Engaging Narratives

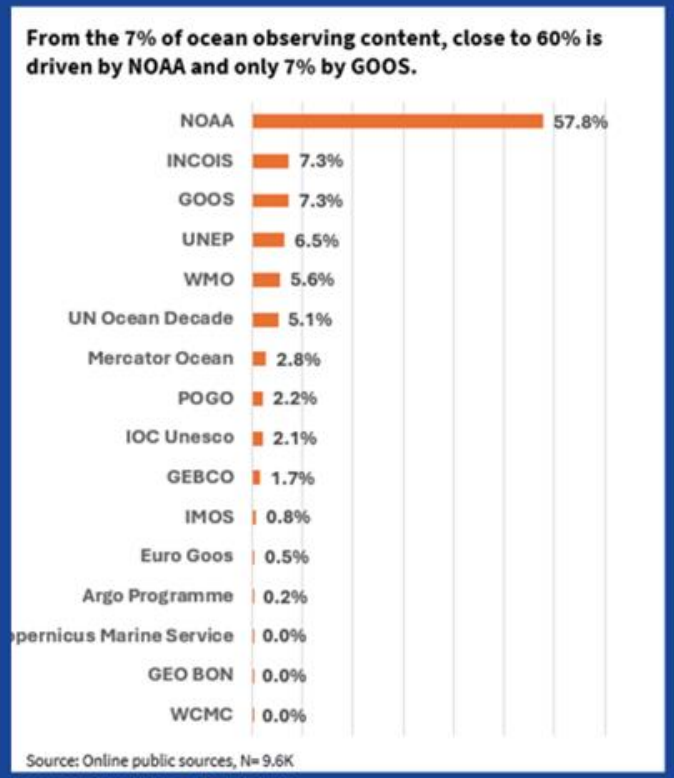
Most resonant conversations where GOOS is present are around Climate & Weather (55%), Observations & Monitoring (53%).

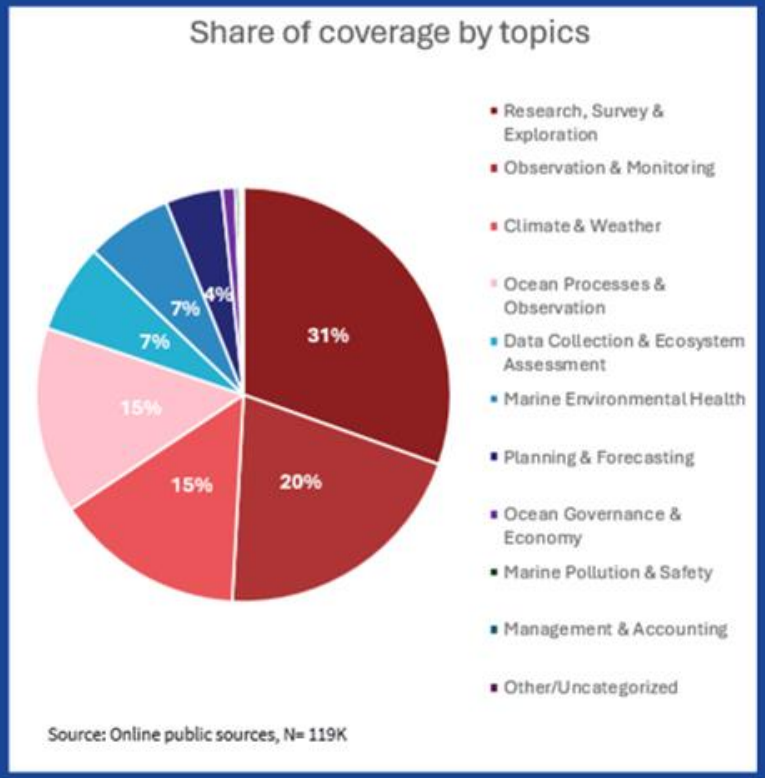
Research & Exploration (51%) is a major public interest but underrepresented in GOOS messaging.

Key Influencers & Partners

NOAA, UNEP, WMO lead ocean observation discussions.

GOOS should collaborate with digital science communicators & ocean explorers.





Challenge #1: Raise the visibility of GOOS

Top Online websites

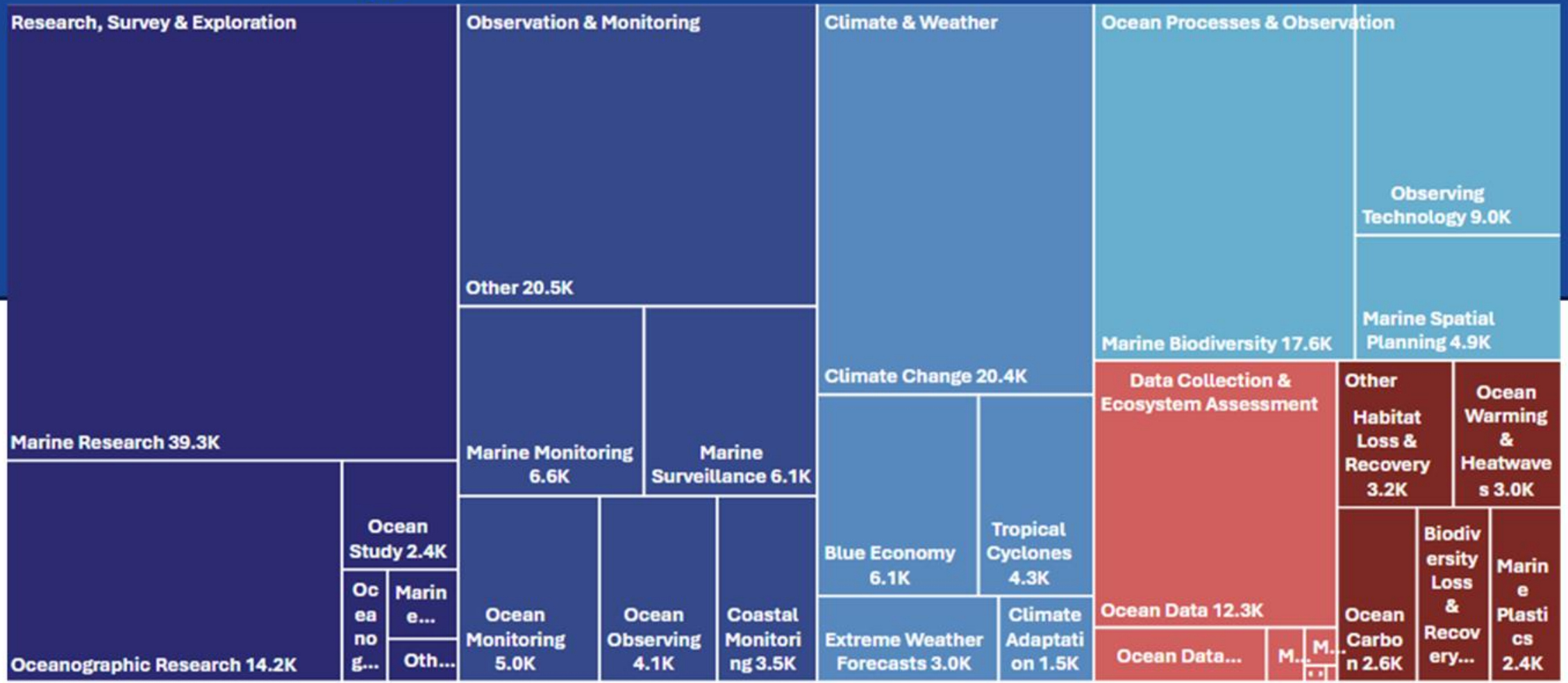
GOOS

Author	Source	Mentions	Engagements
Nature	nature.com	14	36
ECO Magazine	ecomagazine.com	5	11
Johana Nomm	nauticmag.com	2	17
Pressmare EN	pressmare.it	2	11
The National Tribune	nationaltribune.com.au	2	11
Plymouth Marine Laboratory	pml.ac.uk	2	74
International Science Council	council.science	2	13

Ocean observing

Author	Source	Mentions	Engagements
BBC	Bbc.com	7	49.5K
IUCN	iucn.org	6	4.2K
New York Post	Nypost.com	2	3.6K
National Geographic FR	nationalgeographic.fr	3	3.5K
NASA	nasa.gov	4	3.3K
NASA Science with Tiernan P. Doyle	Science.nasa.gov	2	3.1K
The Philippine Star - Brian Poe Llamanzares	philstar.com	3	3K
Gibson, David	marinespecies.org	349	0
Nature	Nature.com	269	1,564
Seafood News	Seafoodnews.com	231	149
Phys.org	phys.org	25	2.8K
ABC Australia	abc.net.au	11	1.2K

Challenge #2: Reframe Ocean Observations Conversation



Source: Research For Purpose Social Listening Report. Online public sources, N= 119K

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Key Findings from Stakeholder Interviews

15 Interviews | 27 Stakeholders

Strengths

Recognized as a key player in ocean observation and coordination.

Comprehensive network & ongoing collaboration across international and scientific organizations

Global mandate.

Challenges

Lack of unified messaging and communications across GOOS components.

Difficulty communicating value to policymakers, funders, and the public

BUT ALSO

Difficulty communicating value to scientists outside GOOS.

Overemphasis on technical/scientific messaging.

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A Tale of Two Systems

Integrating Narratives for Optimal Outreach

GOOS as a Coordinated Global System

Emphasizes: Infrastructure, data quality, scientific integration, operational services

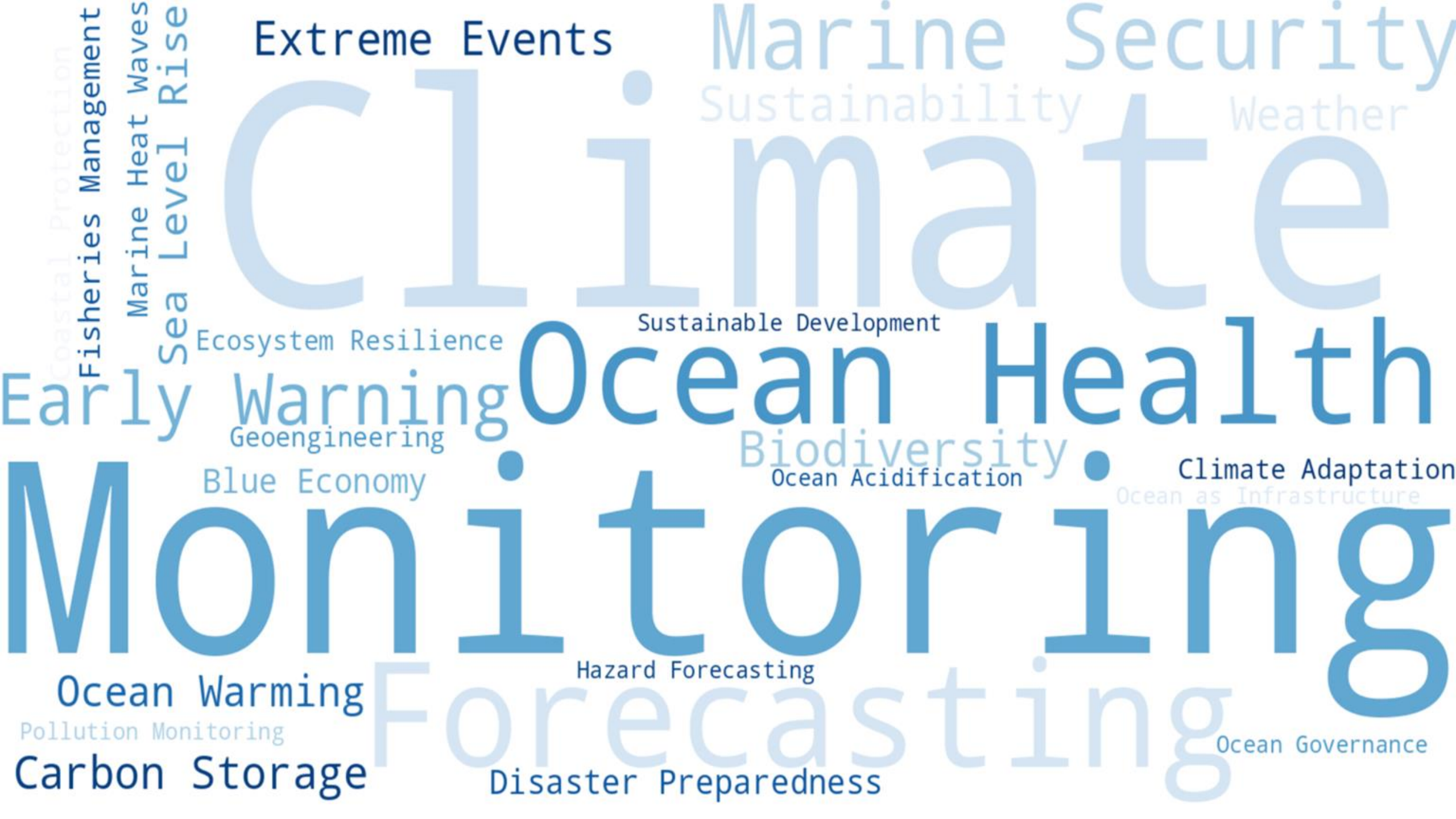
GOOS as a Coordination and Advocacy Mechanism

Emphasizes: Partnerships, governance, advocacy, policy engagement

Two sides of the same coin:

What We Think

(When asked what is the value added of GOOS around strategic themes)


Extreme Events
Marine Security
Climate
Sustainability
Weather
Fisheries Management
Marine Heat Waves
Sea Level Rise
Coastal Protection
Sustainable Development
Ecosystem Resilience
Ocean Health
Early Warning
Geoengineering
Biodiversity
Blue Economy
Ocean Acidification
Climate Adaptation
Ocean as Infrastructure
Monitoring
Hazard Forecasting
Ocean Warming
Forecasting
Pollution Monitoring
Ocean Governance
Carbon Storage
Disaster Preparedness

What We Say

(When asked to describe the mission and role of GOOS)


Infrastructure
Communication
Early Warning
Forecasting
OceanOPS
Technology
Data
egional Alliances
National Focal Points
Operational Services
Engagement
Networks
GOOS
Visibility
Observing Networks
Marine Security
Funding
Ocean Health
Decision-Making
Public Awareness
Impact
Extreme Events
Best Practices
Industry
Users
Climate
Biodiversity
Satellite
Weather
Monitoring
Standardization
Governance
Challenges
Carbon Storage
ARGO
Science
Collaboration
Private Sector
Expert Panel
Coordination
System
Sustainability
Tools
Research
Integration
Stakeholders
Implementation
Policymakers
Observation
Value Chain
Storytelling
Messaging
Innovation

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GOOS Key Audiences & Value Proposition

Targeted Brainstorm

Audience	What they care about	Potential Case studies
Member State Delegations	Clear demonstration of GOOS's role in national and international policy support.	GOOS data informing national climate adaptation strategies.
Policymakers (National or Supranational)	Evidence-based impact on disaster preparedness and economic resilience.	Example of GOOS contributions to hurricane early warning systems and coastal protection policies.
Funders (philanthropy, industry, governmental entities)	A strong return on investment through societal and economic benefits.	Case study on how GOOS data supports sustainable fisheries and marine resource management.
Scientific Community (users and suppliers)	Well-resourced, High-quality, standardized ocean data for research and forecasting.	Example of coordinated efforts under GOOS enhancing quality and financing for scientific research / monitoring + Tribal component (working within GOOS should be perceived as prestige: a sign of belonging to a special group of committed scientists)
Private Sector (users, suppliers, data and service providers)	Reliable ocean data for commercial applications and innovation.	GOOS collaboration with offshore energy companies or shipping sector for operational efficiency.
General Public	Understanding how GOOS benefits daily life and ocean sustainability.	Storytelling approach highlighting GOOS's role in tracking marine heatwaves, protecting ecosystems and protecting lives and property in case of ocean hazards.

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GOOS Messaging Guide

Key Value Added

Expand GOOS Visibility While Prioritizing Outreach

Messaging Standardization: Provides clear, adaptable messaging tailored for different stakeholder & regional priorities.

Priority-setting: Encourages a priority-setting exercise within GOOS management team & various stakeholders to define where limited communications resources can be best applied.

Strengthening Engaging & Visual Storytelling

Content Guidelines: Defines best practices for short-form videos, infographics, and interactive content to improve audience traction.

Narrative Shift: Shifts GOOS communication from technical/scientific-heavy content to more relatable, mission-driven storytelling.

Case Study Repository: Showcases compelling success stories to illustrate GOOS's real-world impact.

Enhancing Localized & Targeted Communication

Customizable Messaging: Tailors communication for different stakeholders—policy-makers, funders, scientists, media, and the public.

Integrated Communication Strategy: Ensures GOOS components (regional alliances, expert panels, OceanOPS, etc.) speak with a cohesive voice.

Empowering Partners & Leveraging Influencers: Provides ready-to-use templates for partners and influencers to communicate GOOS messages.

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Open Discussion Session

(30 min.)

Guiding questions

- Are there any relevant audiences missing in current GOOS communications? Is the current communications focus adequate, or should it be adjusted?
- What are the major success stories/case studies throughout the system that we want to tell? Which areas can provide ideas for new case studies?
- What are the priority outcomes for GOOS communications in 2 years time?