Communication & outreach

OBIS SG-13

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We have a communication strategy!

Dive into it here!

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Communication and outreach
Audiences

Website	11.5M sessions 15M page & screen views 60M event counts (Oct 24-Jul 25)
LinkedIn	3,581 followers (+78.5% from February 2025)
X	2538 followers (+3.4% from February 2025)
Instagram	225 followers (+11.4% from July 2025)
Bluesky	180 followers (+30.4% from July 2025)
Discourse	35 users (steady)
Mastodon	24 followers (+166.7% from July 2025)

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Communication and outreach
A new tone

News

How OBIS Data and Model-Based Tools Can Support Marine Protected Areas

1 August 2025

World MPA Day | Marine Protected Areas | MPA Europe

Guardians of the Gulf Coast Mangroves: A diamondback terrapin turtle in the brakish waters of a coastal mangrove. Photo: Nick Conzone / Ocean Image Bank

Marine Protected Areas (MPAs) have proven highly effective in conserving, and in some cases restoring, marine biodiversity. The *State of the Ocean Report 2024*, using OBIS data, highlighted that over half of all marine species, and 72% of threatened species, have been reported in Marine Protected Areas. With just over 18,000 MPAs worldwide, and most protection concentrated in the 100 largest sites, vast swaths of the Ocean remain unprotected and vulnerable. From a scientific point of view, supporting the implementation of future MPAs is a complex challenge. It involves mobilizing comprehensive data and analysis to produce actionable, reliable foresight so decision-makers can plan effectively for the future of Ocean health.

News

The OBIS and GOOS joint efforts to connect marine biodiversity data to global Ocean observation.

22 October 2025

GOOS | Global Ocean Observation

Photo: The Ocean Image Bank / Jordan Robins

Understanding and protecting the Ocean requires interconnecting many observation layers across fields and disciplines. At Living Data 2025, OBIS, GOOS, MBON, and GBIF co-hosted a dedicated session exploring how integrating biological, biogeochemical, and physical observations can transform our collective capacity to observe and understand the Ocean.

Combining physical, biogeochemical, and biological observations is essential to understand, monitor, and predict changes in the Ocean. Physical and chemical variables reveal how the Ocean changes, while biological and ecological observations show what these changes concretely mean to marine life. The complex interactions between marine life and its

News

From Collaboration to Coordination - Building the OBIS Network For Latin America and the Caribbean

30 June 2025

actionable data | community | Latin America and the Carribean | Policy

Comprising six of the world's megadiverse countries, the Latin America and Caribbean (LAC) region bears an enormous weight regarding biodiversity data. To develop the region's already promising contribution potential, several Spanish-speaking OBIS Nodes have teamed up to create the *OBIS Network for Latin America and the Caribbean*, a premiere in the OBIS Community. The idea behind the initiative is to create an operational and mobilizable regional alliance to increase collaboration between OBIS LAC Nodes, mutualize resources and skills, enhance capacity development, and amplify the region's voice within the OBIS Community. We spoke with the people powering the initiative to learn more about its purpose, priorities and objectives.

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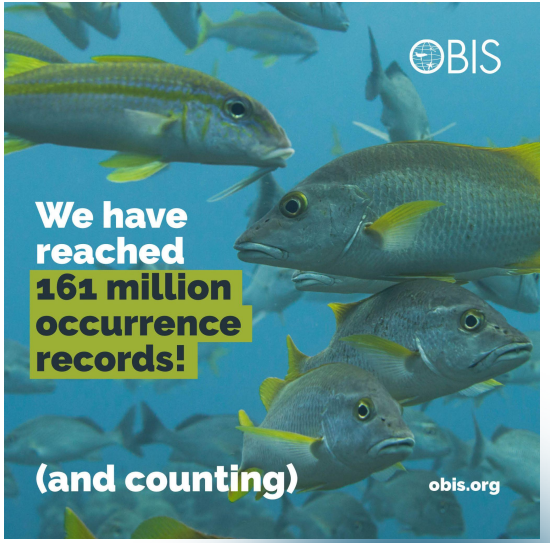

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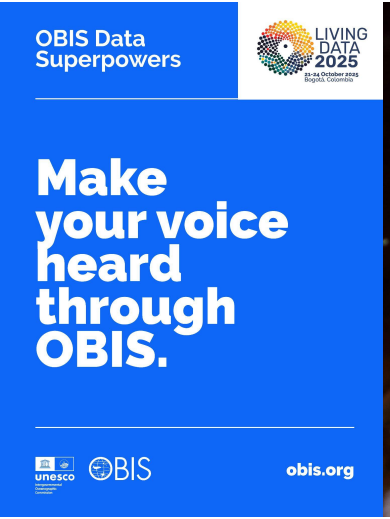

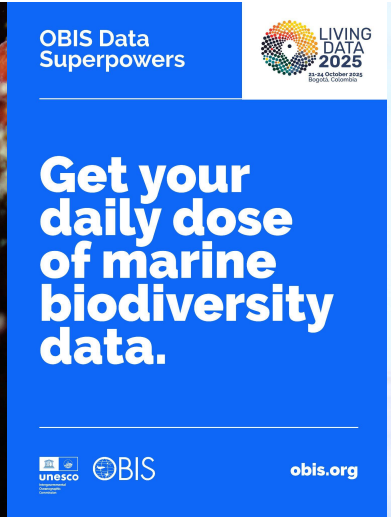

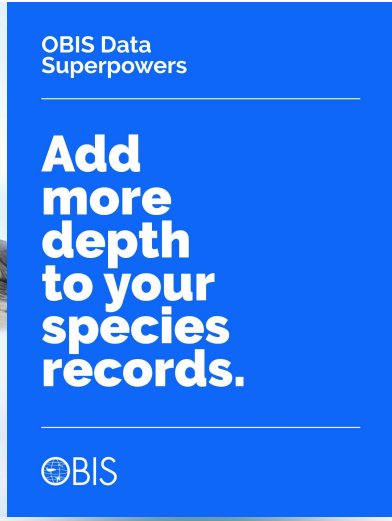

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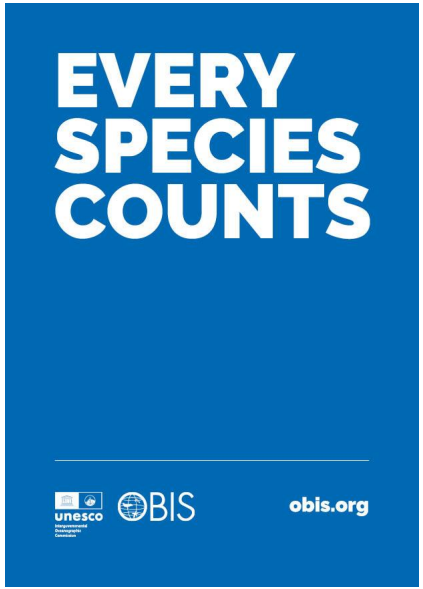

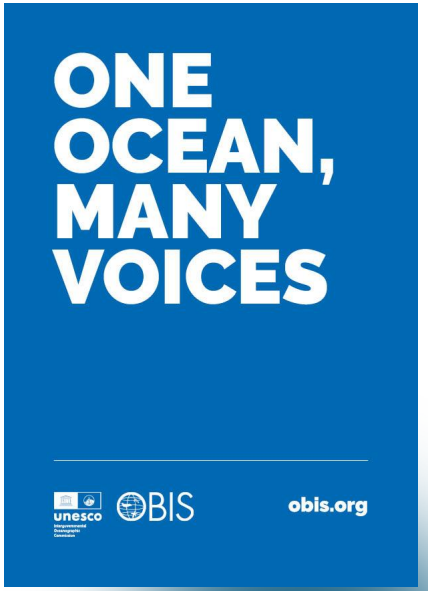

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Communication and outreach
Improvements / what's next?

We need you.
("Talk to me!")

- More stories from the Nodes
- ANTICIPATE!
- Share with me

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Communication and outreach
Improvements / what's next?

Updated Comms strategy

Stakeholder mapping

Impact report

Node Comms Kit

Node-focused content for outreach

Community portraits

Communication channels reorganization