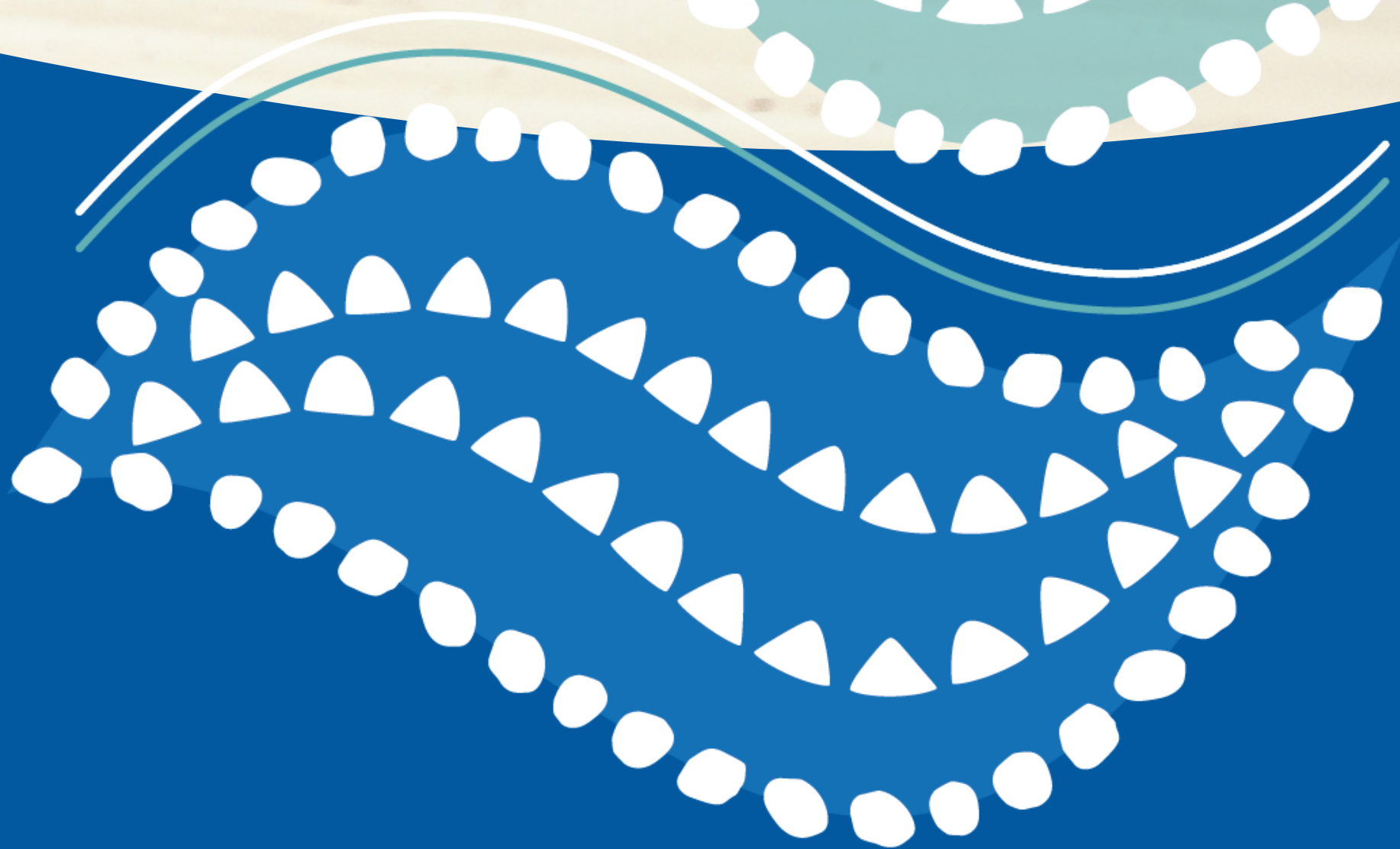


11th Our Ocean Conference

Social Media Toolkit



OUR OCEAN
KENYA 2026

Welcome to the #OurOceanKenya Social Media Toolkit

This toolkit is designed to help partners, delegates, and supporters amplify key messages, share conference updates, and contribute to a coordinated global conversation around the **11th Our Ocean Conference (OOC11)**, taking place **16–18 June 2026 in Mombasa, Kenya**.

As the first Our Ocean Conference to be held on African soil, OOC11 marks a significant moment for global ocean governance. Use the resources in this toolkit to join the conversation online, share commitments, and highlight the work of coastal communities, scientists, youth, and policymakers advancing ocean action.

Quick Links

Conference Website
ouroceankenya.com

OOC11 Agenda & Program
ouroceankenya.com/program

Commitments Tracker
commitments.ouroceanconference.org

Media Center
ouroceankenya.com/media-centre

FAQs
ouroceankenya.com/faqs

Follow Us

X: @OurOceanOOC

Instagram: @OurOceanConference

LinkedIn: Our Ocean Conference

Facebook: OurOceanConference

YouTube: @OurOceanConference

Flickr: OurOceanConference

Step-by-Step Instructions

1. Choose a suggested post or graphic from the options below.
2. Copy the suggested caption text and adapt it to suit your audience and platform tone.
3. Download the relevant graphic from the shared toolkit folder or Canva template.
4. Post on your preferred platform and tag @OurOceanOOC (X) or @OurOceanConference (Instagram / LinkedIn).
5. Use **#OurOceanKenya** and **#OOC11** in every post to ensure visibility across the conference conversation.

Suggested Posts

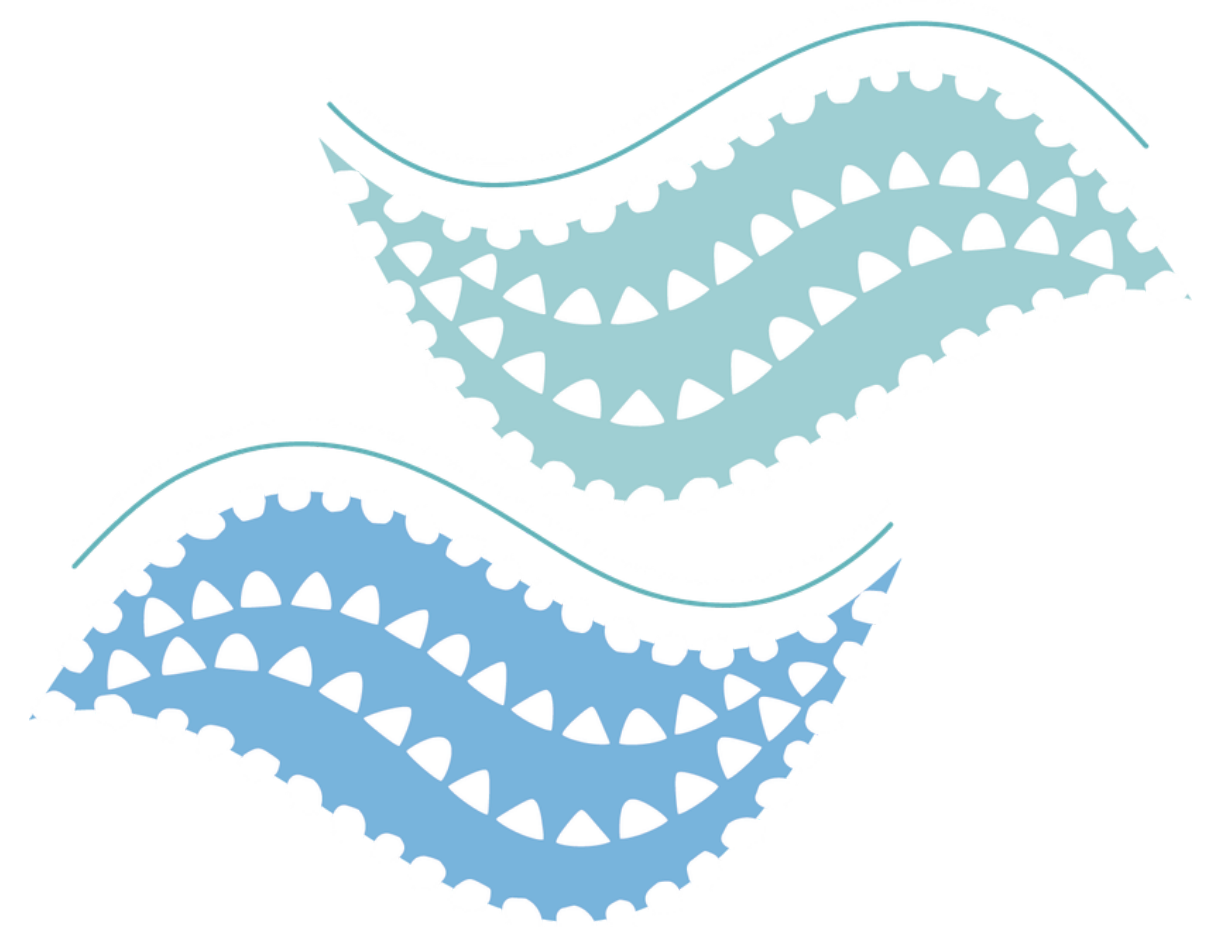
General Posts

Include the OOC website URL (ouroceankenya.com) in your post to generate a link preview on most platforms.

The 11th Our Ocean Conference is coming to Mombasa, Kenya, 16–18 June 2026. For the first time, the Our Ocean Conference will be held on African soil. Join the conversation: **#OurOceanKenya #OOC11 #OurOceanConference**
Learn more: <https://ouroceankenya.com/>

Our Ocean, Our Heritage, Our Future. OOC11 in Kenya will put African ocean leadership, coastal communities, and the Western Indian Ocean at the centre of global action. Learn more: <https://ouroceankenya.com>
#OurOceanKenya #OOC11 #OurOceanConference

Since 2014, the Our Ocean Conference has recorded more than 2,900 commitments worth over US\$169 billion worldwide. OOC11 in Kenya will build on that legacy, with a strengthened framework for tracking delivery.
Learn more: <https://ouroceankenya.com/>
#OurOceanKenya #OOC11 #OurOceanConference



Suggested Posts

Save the Date Posts

Save the Date. The 11th Our Ocean Conference will take place in Mombasa, Kenya, 16–18 June 2026. A landmark moment for global ocean governance. #OurOceanKenya #OOC11 #BlueEconomy

Mark your calendars. OOC11 will bring together governments, scientists, civil society, youth, and the private sector in Mombasa, Kenya this June. #OOC11 #OurOceanKenya #OurOceanConference

Commitments Posts

Commitments are the core of the Our Ocean Conference. They are voluntary, measurable, time-bound, and finance-backed. New commitments and progress updates for OOC11 can be submitted until **1 May 2026**. Submit yours: commitments.ouroceanconference.org #OurOceanKenya #OOC11

Has your organization committed to ocean action? Progress updates on existing Our Ocean commitments can be submitted ahead of #OOC11. The platform closes **1 May 2026**. #OurOceanKenya

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Suggested Posts

Areas of Action Posts

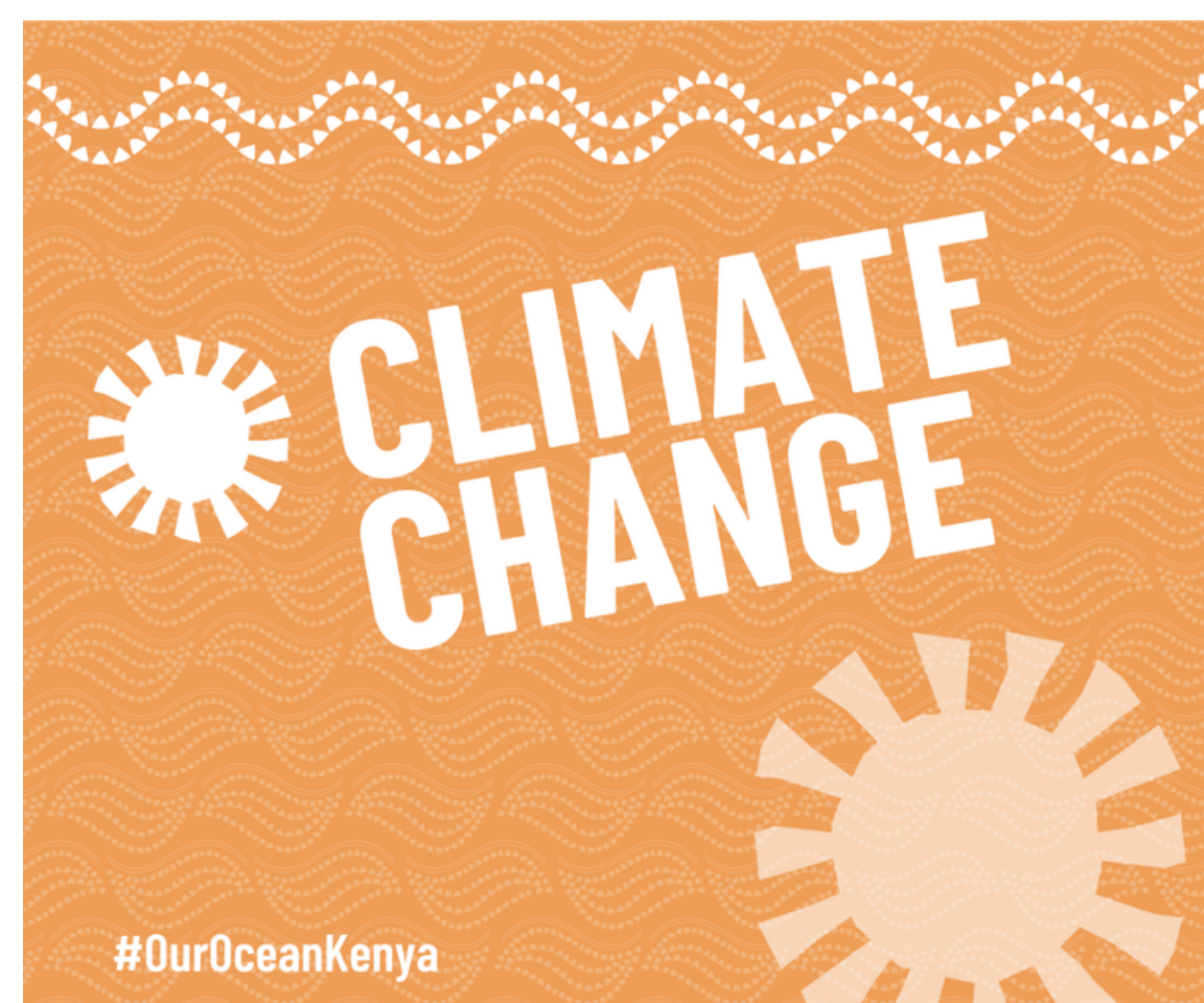
Use one post per Area of Action, paired with the corresponding icon graphic. Publish as a series or schedule individually.

Marine Protected Areas are essential for biodiversity, climate resilience, and coastal livelihoods. At OOC11, Kenya will advance pathways to meet the global 30x30 target and strengthen protection of the High Seas. #OurOceanKenya #OOC11 #30x30 #MarineProtection

Africa's **blue economy** is projected to exceed US\$400 billion by 2030. OOC11 will promote sustainable investment, ocean-based entrepreneurship, and inclusive growth across the Western Indian Ocean. #OurOceanKenya #OOC11 #BlueEconomy

Coastal nations in the Global South contribute less than 10% of global emissions yet face the harshest climate impacts. #OOC11 will spotlight blue carbon, nature-based resilience, and **ocean-climate** finance. #OurOceanKenya #OOC11 #OceanClimate

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Suggested Posts

Areas of Action Posts

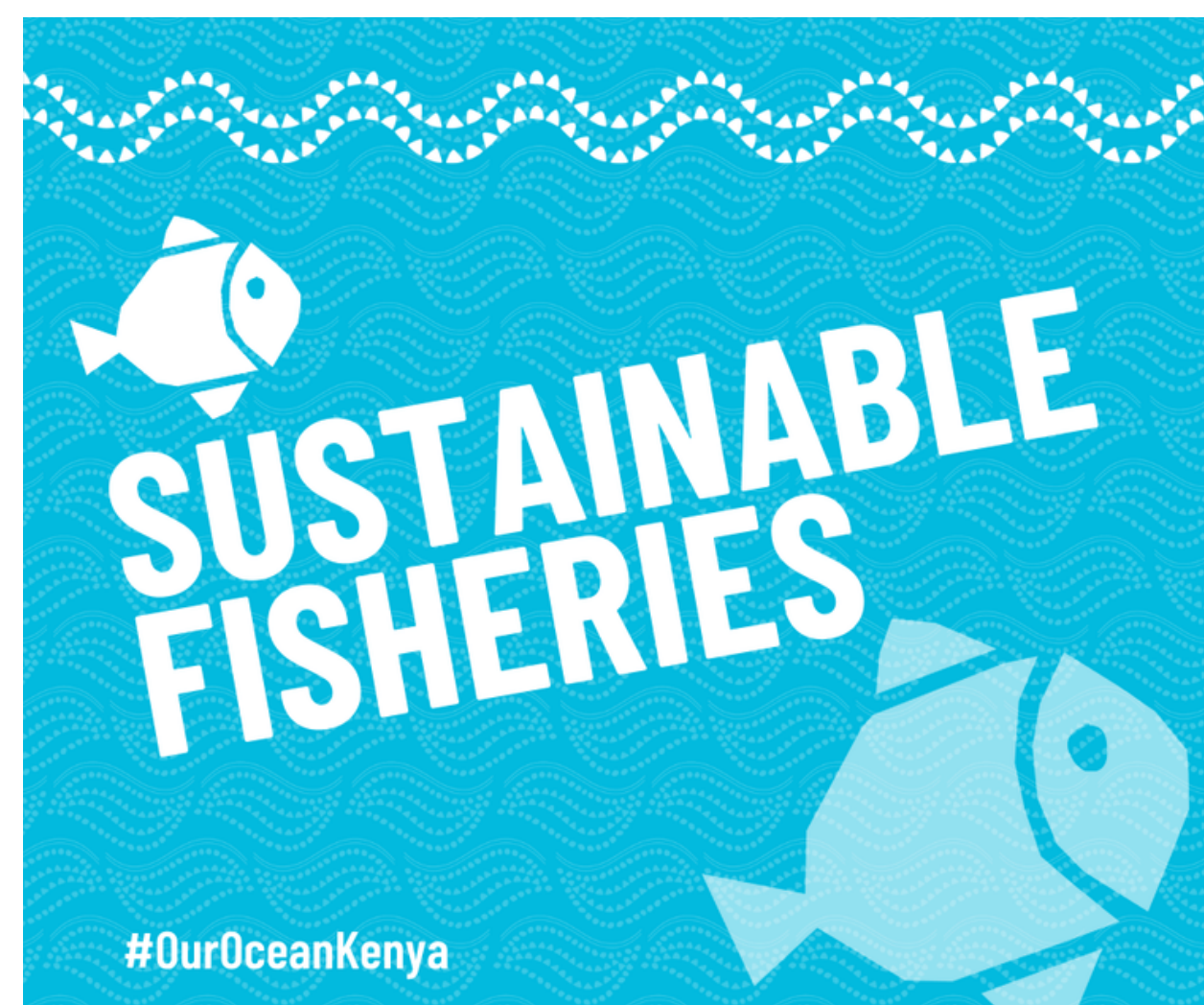
Use one post per Area of Action, paired with the corresponding icon graphic. Publish as a series or schedule individually.

Illegal, unreported, and unregulated fishing costs Africa an estimated US\$11–13 billion every year. OOC11 will advance community-led solutions and science-based management to protect **fisheries** and coastal livelihoods. #OurOceanKenya #OOC11 #IUUFishing

From microplastics to macro debris, **marine pollution** threatens ocean #health and coastal economies worldwide. #OOC11 will highlight pathways to reduce plastics at source and support a legally binding global agreement. #OurOceanKenya #PlasticPollution

Safe and secure seas underpin sustainable economic growth and regional stability. OOC11 will support cooperation to address maritime crime and strengthen monitoring across the Western Indian Ocean. #OurOceanKenya #OOC11 #MaritimeSecurity

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Suggested Posts

Pre-Conference Event Posts

Youth Leadership Summit

Africa is home to the world's youngest population. The 9th Our Ocean Youth Leadership Summit will bring together young ocean leaders from across Africa and around the world ahead of OOC11 in Mombasa, Kenya. #OurOceanKenya #OOC11 #YLS2026

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Research Symposium

The first-ever OOC Research Symposium will take place on 15 June 2026 in Mombasa, ahead of OOC11. Researchers, innovators, and policymakers will gather to advance science-based ocean governance and share findings across the six OOC Areas of Action. #OurOceanKenya #OOC11 #OceanScience

Business Forum

The OOC11 Executive Business & Investment Forum will take place 14-15 June 2026 at Pridelnn Paradise, Mombasa. Senior executives, financiers, and government leaders will convene to catalyse private sector action for the blue economy. #OurOceanKenya #OOC11 #BlueEconomy

Suggested Posts

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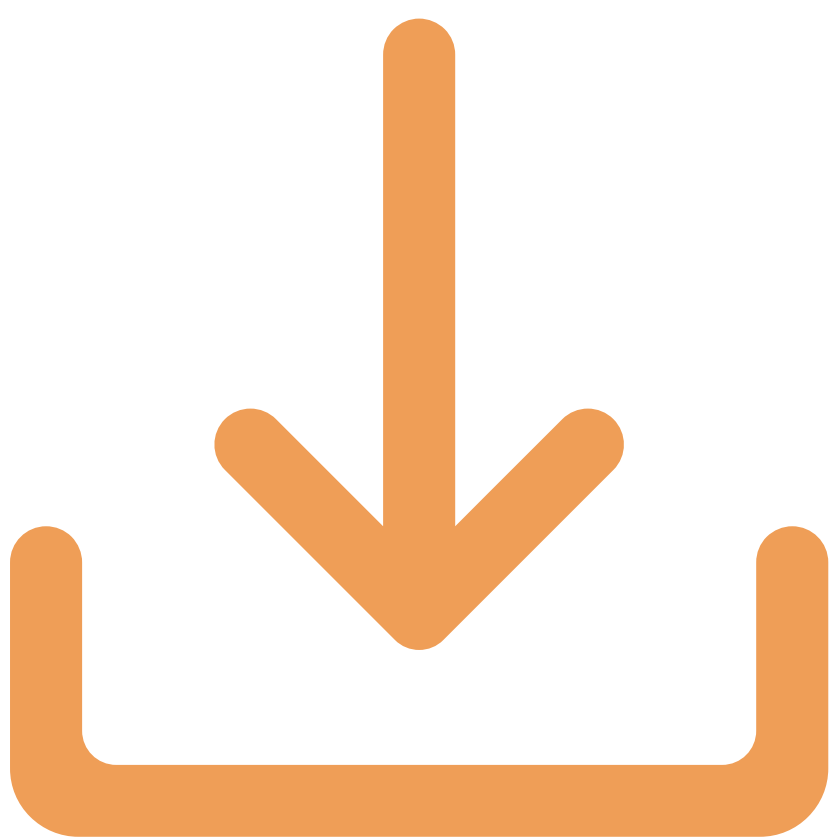
I'm Attending Posts

I'm attending the 11th Our Ocean Conference in Mombasa, Kenya, 16–18 June 2026. Looking forward to contributing to global ocean action.
#OurOceanKenya #OOC11

[Organization] will be at #OOC11 in Mombasa, Kenya this June. We're committed to [relevant action area or commitment]. Follow #OurOceanKenya for updates from the conference.
#OurOceanConference



Download the full graphics pack from the shared folder or contact the communications team for access.



Key Messages and Facts

Conference Identity

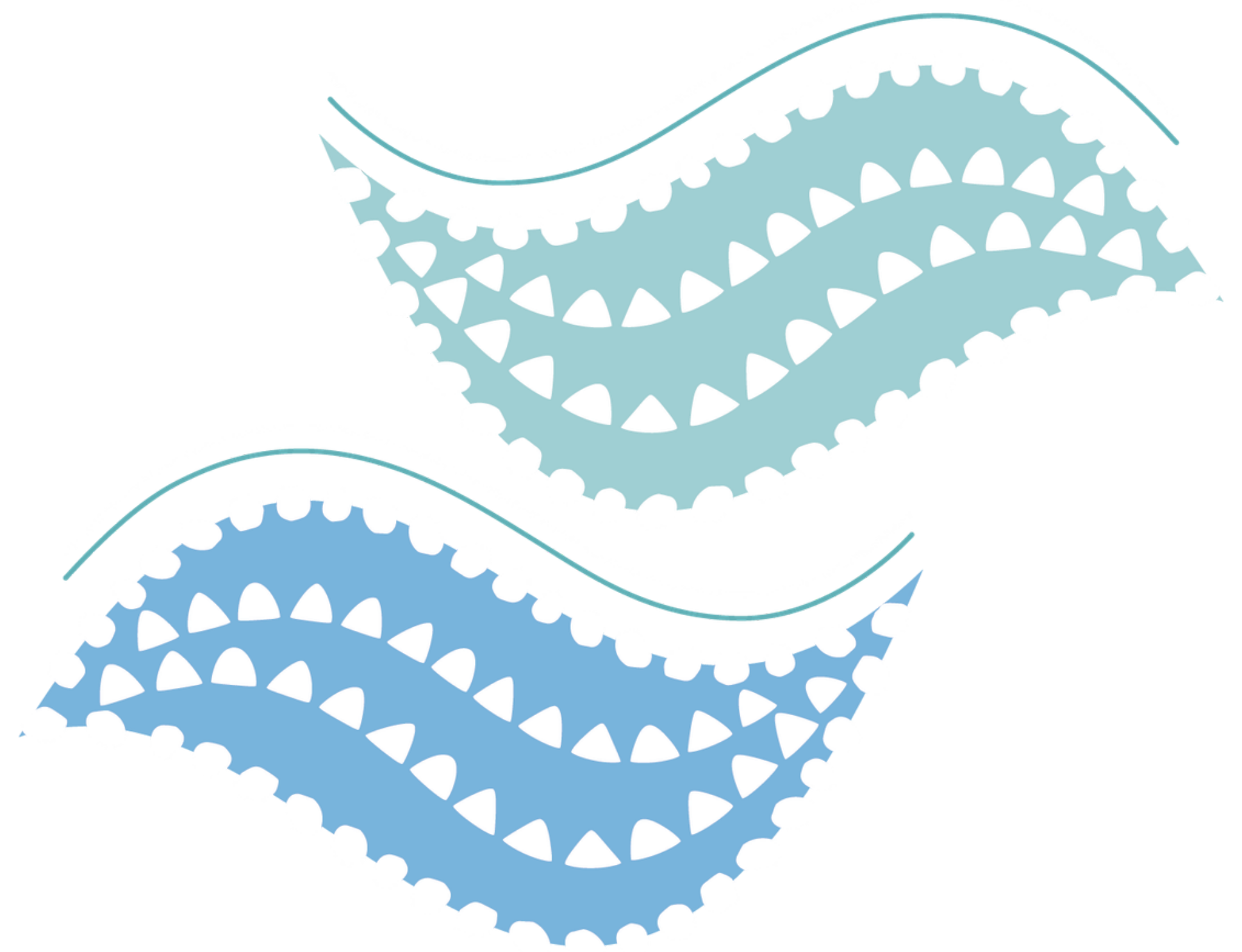
- OOC11 is the first Our Ocean Conference to be held on African soil.
- Hosted by the Government of Kenya in Mombasa, 16–18 June 2026.
- Theme: **Our Ocean, Our Heritage, Our Future.**
- Since 2014, the Our Ocean Conference has recorded more than 2,900 commitments worth over US\$169 billion worldwide.

Why It Matters

- 80% of all life on Earth depends on the ocean.
- More than 3 billion people rely on the ocean for food and livelihoods.
- Only 8.4% of the ocean has been designated as protected, and just 2.8% is effectively protected.
- Illegal and unreported fishing costs Africa an estimated US\$11–13 billion every year.
- Coastal nations in the Global South contribute less than 10% of global emissions yet face the harshest climate impacts.
- Africa's blue economy is projected to exceed US\$400 billion by 2030.

Kenya as Host

- Kenya is recognized for blue carbon leadership, including mangroves and seagrass ecosystems.
- Kenya has a strong record on plastic pollution and circular economy policy.
- The Western Indian Ocean is one of the world's most biodiverse marine regions

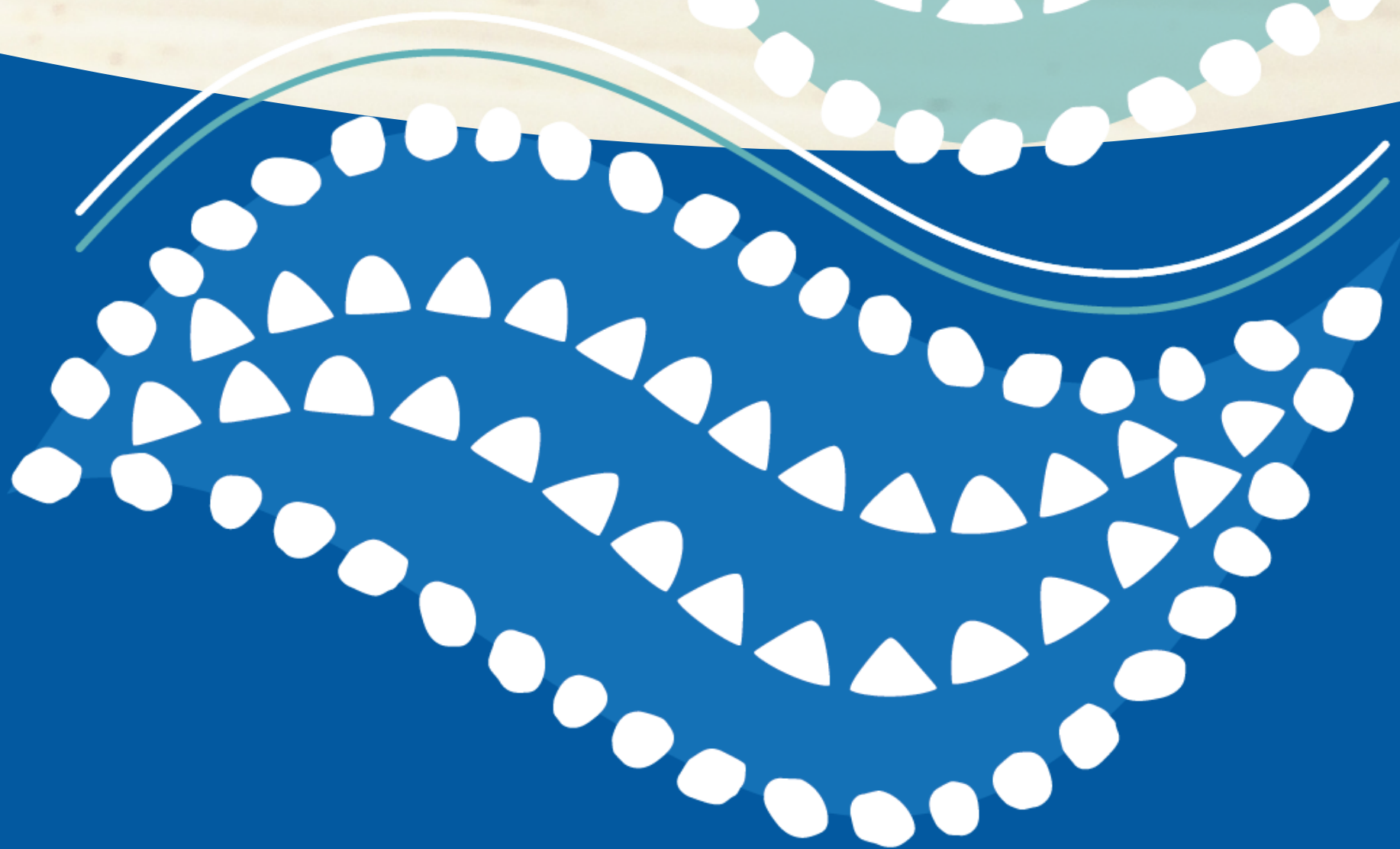


Questions & Contact

For questions about the social media toolkit, custom materials, or media accreditation, contact the OOC11 team:

OOC Secretariat (WRI)
ooctrsecretariat@wri.org

Kenya Secretariat
ooctr11.kenyansecretariat@blueeconomy.go.ke



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