




# Eat Seafood America!

## Spring 2021 Communications Themes

Let's ride the momentum of Lent into continued interest in seafood this spring and throughout the year. The Seafood4Health Action Coalition of more than 50 organizations is excited to offer resources that make it easy for you to share consumer-friendly seafood messaging.

Sample social posts with graphics and links to resources have been designed to demonstrate how you can share Eat Seafood America! with your audience, with a suggested timeline for use. Please feel free to utilize the turnkey resources or work with us to customize it. Join us in amplifying this campaign!

Graphic	Social Message	Coalition Connect Challenge	Post Week
	Celebrate the strength & beauty of women everywhere. Learn how Women Can Be Their Best Self With Seafood: <a href="https://www.seafoodnutrition.org/womenshealth">https://www.seafoodnutrition.org/womenshealth</a> #EatSeafoodAmerica #womenshealth	Celebrate the women in your organizations!	Week of March 15
	March is #NationalNutritionMonth & this year's theme, Personalize Your Plate, is perfect for seafood! There are >500 varieties to choose from & it pairs perfectly with your favorite flavors - maple, mustard, miso, pesto... <a href="https://seafoodnutrition.org/seafood-101/nutrition/national-nutrition-month/">https://seafoodnutrition.org/seafood-101/nutrition/national-nutrition-month/</a> #EatSeafoodAmerica #seafood2xwk	Post a favorite healthy seafood recipe from your organization  Ask: How do you sea-food this nutrition month?	Week of March 22
	We love a good #FishFriday, but remember seafood is delicious any day of the week! Leading health orgs recommend #Seafood2xWk for good health. Get a twice a week game plan <a href="https://www.seafoodnutrition.org/twice-a-week-game-plan-new-2/">https://www.seafoodnutrition.org/twice-a-week-game-plan-new-2/</a> #EatSeafoodAmerica	What is your go-to seafood dish?	Week of March 29

Graphic	Social Message	Coalition Connect Challenge	Post Week
	Enjoy the seafood you love today, tomorrow and always! If the saying “You are what you eat” is true, then eating #SustainableSeafood means you care about your health, the health of the planet, and enjoying truly good food. #EatSeafoodAmerica	Post a picture of a seafood dish and describe “How I eat sustainable seafood.” Tag 3 coalition members with the question, “How do you eat sustainable seafood?”	Week of April 5
	Make your family and the planet happy with these tips for finding environmentally responsible seafood: <a href="https://www.seafoodnutrition.org/sustainable">https://www.seafoodnutrition.org/sustainable</a> #EatSeafoodAmerica #SustainableSeafood		Week of April 12
	(Earth Day April 22 - their theme is Restore Our Earth) Seafood has a lower carbon footprint than any other complete protein & is part of a climate friendly diet. What's more, it's nutritious and delicious. Support your planet, one bite at a time. #EatSeafoodAmerica #SustainableSeafood (source: @WorldResources Protein Scorecard)	Post a picture of your favorite fisherman or seafood farmer and thank them for providing seafood to our tables.	Week of April 19
	The United States is a global leader in responsibly managed fisheries and sustainable seafood - it's the gold standard. Learn more tips at <a href="https://www.fishwatch.gov/">https://www.fishwatch.gov/</a> #EatSeafoodAmerica		Week of April 26
	Take Your Tastebuds on a Mediterranean Adventure this Mediterranean Diet Month. The #DietaryGuidelines & @USNews recommend this seafood-rich eating pattern for good health. Here are some of our favorite sea-worthy #recipes <a href="https://www.seafoodnutrition.org/mediterranean">https://www.seafoodnutrition.org/mediterranean</a> #MedMonth #EatSeafoodAmerica	Share the recipe for your favorite Mediterranean-inspired dish.	Week of May 3

# Together We Thrive

Cross promote & tag the Seafood4Health Action Coalition

ORGANIZATION	SOCIAL HANDLES
Alaska Seafood Marketing Institute	alaskaseafood (IG & FB) alaska_seafood (TW)
Aquaculture Stewardship Council	asc_aqua (IG & TW) ASCaqua (FB)
Aquarium of the Pacific, Seafood for the Future	seafoodfuture
Best Aquaculture Practices (BAP)	bapcertification (IG) bestaquaculturepractices (FB) BAP_Aquaculture (TW)
Bristol Bay Regional Seafood Development Association	BristolBaySockeyeSalmon (IG & FB)
Chilean Salmon Marketing Council	chileansalmonmc
Coastal Culinary Academy	coastalculinaryacademy bartonseaver (IG & TW) bartonseaverauthor (FB)
Conservation Alliance for Seafood Solutions	ConsAllianceSS (TW)
East Coast Shellfish Growers Association	ecsga (IG) ShellfishFarmer (TW)
Environmental Defense Fund	environmental_defense_fund (IG) EDFOceans (TW) edfbiz (TW) EnvDefenseFund (FB)
Fair Trade USA	fairtradecertified (IG & FB) FairTradeCert (TW)
FishChoice	fishchoiceinc (IG) fishchoice (FB & TW)
FishWise	fishwise (IG & FB) FishWiseOrg (TW)
FMI - Seafood Strategy Leadership Council	fmi_org (IG & TW) FoodMarketingInstitute (FB)
Genuine Alaska Pollock Producers	wildakpollock
Global Aquaculture Alliance	aquaculturealliance (IG & FB) GAA_Aquaculture (TW)
Global Salmon Initiative	gsi_salmon
Gulf of Maine Research Institute	gulfofmainereseearchinstitute (IG) gmri (TW) gulfofmaine (FB)
Gulf of Mexico Reef Fish Shareholders' Alliance	gulfalliance (TW & FB)
Gulf Seafood Foundation	gulfseafoodfoundation
Hawaii Seafood Council	No handles
James Beard Foundation Smart Catch	beardfoundation
Maine Aquaculture Association	maine_aquaculture (IG) maine_aqua (TW) maineaquacultureassoc (FB)
Maine Coast Fishermen's Association	mainecoastfishermen (IG) MaineFishermen (TW) MaineCoastFishermensAssociation (FB)

ORGANIZATION	SOCIAL HANDLES
Marine Stewardship Council, US	mscbluefish
Monterey Bay Aquarium Seafood Watch	seafoodwatch
National Fisheries Institute	dishonfish
National Marine Sanctuary Foundation	marinesanctuaryfdn (IG) marinesanctuary (FB & TW)
The Nature Conservancy	nature_org (IG & TW) thenatureconservancy (FB)
NOAA Fisheries	noaafisheries
Northwest Aquaculture Alliance	
The Ocean Foundation	theoceanfoundation (IG) oceanfdn (FB & TW)
Oregon Department of Agriculture	EatOregonSeafood (IG) ORAgriculture (FB & TW)
Oyster South	oystersouth_ (IG) oystersouth (FB & TW)
Pacific Coast Shellfish Growers Association	_pcsga (IG)
Pacific Seafood Processors Association	No handles
Positively Groundfish	No handles themselves, but support SeafoodOR & oregon.trawl.commission
SAGE	seafood_and_gender_equality (IG) seafoodandgenderequality (FB) sdg5forseafood (TW)
Seafood Harvesters Of America	SeaHarvesters (TW)
Seafood Nutrition Partnership	seafood4health
Sea Pact	SeaPact (TW) seapactorg (FB)
SeaShare	seashareorg (IG) SeaShareOrg (FB) seashare (TW)
The Walton Family Foundation	waltonfamilyfdn (IG & TW) waltonfamilyfoundation (FB)

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## Builders Initiative



**National  
Marine Sanctuary  
Foundation**



**NOAA  
FISHERIES**

**WALTON FAMILY  
FOUNDATION**



Beaver Street Fisheries | Bluehouse Salmon | CenSea | Chilean Salmon Marketing Council | Cuna del Mar  
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