



FKt240108

Seamounts of the Southeast Pacific

Social Media, Press, and Community Outreach
Report



Section	Summary Highlights - 1/8/2024-2/11/2024
On ship Programs <i>Artist at Sea and Berth of Opportunity</i>	<ul style="list-style-type: none"> One Berth of Opportunity Pablo Fajardo participated in the expedition. One Artist-at-Sea participant joined the expedition: Manuel David Chamarro Recabarren
Press	<ul style="list-style-type: none"> A press release was put out on February 8th. The release garnered significant international coverage, with 1152 articles published on the expedition in more than 50 countries. The count does not include broadcast TV coverage.
Ship-to-Shores	<ul style="list-style-type: none"> 3 Ship-to-Shore connections occurred during the expedition, engaging 301 people in Chile.
Facebook (numbers reflect all SOI-related content released on FB during expedition)	<ul style="list-style-type: none"> 87,453 Engagements (likes, shares, comments) 1.7 million Impressions (people who saw SOI content but did not interact with it) 553k Video Views (Livestream, reels, and produced)
Twitter	<ul style="list-style-type: none"> 18,880 Engagements (likes, retweets, link clicks) 362k Impressions (people who saw but did not interact with content) 53,188 Video Views (short clips associated with expedition)
Instagram	<ul style="list-style-type: none"> 29 posts - 24 reels, 5 photo posts 5 million video views 630k post engagements (likes and comments)
YouTube Stats:	<ul style="list-style-type: none"> 3 Expedition Updates, 2 Science Stories, 1 Artist-at-Sea video, 1 4K Highlight Reel 48.6k views of livestream 303k views of produced videos (e.g. science stories, weekly updates) Over 6k new subscribers to the SOI YouTube channel (the average number we gain each month is 1K subscribers).

Overview

Outreach for the *Seamounts of the Southeast Pacific* expedition included video production, Ship-to-Shore connections, a Berth of Opportunity participant, one Artist-at-Sea participant, a press release, social media content, and the SOI divestream. All activities were guided by the Outreach Plan created by the SOI communications team in tandem with the Chief Scientist.

Seven videos were produced for the expedition: [Guaranteed Discovery](#), [Underwater Majesty](#), [Ecosystems of Importance](#), [Look to the Sky](#), [A Connection with Biology](#), [Indivisible Paths](#), and a [4K Highlight Reel](#). The videos have garnered over three hundred thousand views since being posted to the SOI YouTube channel. All of the ROV Dives were livestreamed on SOI's [YouTube](#) and [Facebook](#) pages.

Three Ship-to-Shore video calls took place with the Juan Fernandez Island Community Center, Museo Nacional de Historia Natural, and Universidad Catolica del Norte Aquarium, engaging 301 people of all ages from Chile.

Press Coverage

A press release went out on **February 22nd**, resulting in **over 1152** written publications in more than **50 countries**. Notable coverage includes CNN, Atlas Obscura, National Geographic, The Washington Post, and numerous Spanish-language publications, including Mongabay Latinoamerica. Stephen Colbert mentioned [one of the discoveries](#) from the expedition during his show. A complete list has been sent to the chief scientists, and SOI will work to update the cruise web page with the most notable coverage moving forward.

Imagery Link

Selected expedition imagery is downloadable through the [Photoshelter Gallery](#). Please fill out the [Footage Request Form](#) if you have image needs outside of what is available on the gallery. Please note that this applies to curated imagery and not general ROV image data.