



FKt240224

Unexplored Seamounts of the Salas y Gomez Ridge

Social Media, Press, and Community Outreach
Report



5/23/24

Section	Summary Highlights - 2/24/2024-4/4/2024
On ship Programs <i>Artist at Sea and Berth of Opportunity</i>	<ul style="list-style-type: none"> One Berth of Opportunity Serafina Heirangi Moulton Tepano participated in the expedition. One Artist-at-Sea participant joined the expedition: Tauroa Aguilera Hey
Press	<ul style="list-style-type: none"> A press release was put out on April 11th. The release garnered significant international coverage, with 524 articles published on the expedition in more than 31 countries. The count does not include broadcast TV coverage.
Ship-to-Shores	<ul style="list-style-type: none"> 15 Ship-to-Shore connections occurred during the expedition, engaging a total of 7,682 people in Chile, Spain, Fiji, Netherlands, and USA.
Facebook (numbers reflect all SOI-related content released on FB during expedition)	<ul style="list-style-type: none"> 1.4 million Engagements (likes, shares, comments) 2.9 million Impressions (people who saw SOI content but did not interact with it) 1.7 million Video Views (Livestream, reels, and produced)
Twitter	<ul style="list-style-type: none"> 28,232 Engagements (likes, retweets, link clicks) 760k Impressions (people who saw but did not interact with content) 92,037 Video Views (short clips associated with expedition)
Instagram	<ul style="list-style-type: none"> 28 posts - 23 reels, 5 photo posts 153,486 video views 13,893 post engagements (likes and comments)
YouTube Stats:	<ul style="list-style-type: none"> 4 Expedition Updates, 2 Science Stories, 1 4K Highlight Reel 160k views of livestream 55k views of produced videos (e.g. science stories, weekly updates)

Overview

Outreach for the *Unexplored Seamounts of the Salas y Gomez Ridge* 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: [A Vital Ocean Corridor](#), [Seeing the Deep](#), [The Importance of Recognition](#), [Each Mountain, a Different World](#), [What would we be without the sea?](#), [Everything comes from Nature](#), and a [4K Highlight Reel](#). The videos have garnered over fifty thousand views since being posted to the SOI YouTube channel. All of the ROV Dives were livestreamed on SOI's [YouTube](#) and [Facebook](#) pages.

Fifteen Ship-to-Shore video calls took place in Spanish, English, and Dutch, engaging a varied audience in Chile, Spain, the USA, Fiji, and the Netherlands, totaling 7,682 people of all ages.

Press Coverage

A press release went out on **April 11th**, resulting in **over 524** written publications in more than **31 countries**. Notable coverage includes CNN and numerous Spanish-language publications. 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.