



America's Seafood Campaign Digital Toolkit - World Water Day

March 22, 2022

AMERICA'S
SEAFOOD
CAMPAIGN

Seafood Sustainability

- Sustainable seafood is one of the most environmentally efficient sources of protein on the planet.
- Over the last 20 years, the industry has made significant progress in fisheries management, traceability, water quality, catch methods and more.



Twitter Social Copy

- #Seafood: Good for your health, good for the planet. Join America's Seafood Campaign and help get the word out: <https://bit.ly/36U4t3u> #WorldWaterDay
- Seafood is a delicious complete protein, with a low carbon footprint. To join our campaign to promote #seafood, visit <https://bit.ly/36U4t3u>. #WorldWaterDay
- Seafood is a part of a climate-friendly diet. To join our campaign to promote #seafood, visit <https://bit.ly/36U4t3u>. #WorldWaterDay
- Support the planet – one bite of seafood at a time. To join our campaign to promote #seafood, visit <https://bit.ly/36U4t3u>. #WorldWaterDay
- Sustainable #seafood has improved significantly the last 20 years. To join our campaign to promote seafood, visit <https://bit.ly/36U4t3u>. #WorldWaterDay

LinkedIn Social Copy

- Seafood has a low carbon footprint, and is an important part of a climate-friendly diet. To learn more about how you can promote seafood, join our campaign at <https://bit.ly/36U4t3u>. #WorldWaterDay
- Eating more seafood is a small, delicious step to helping confront climate change. Seafood has a low carbon footprint, and will be vital for our future food security. To learn more about how you can promote seafood, join our campaign at <https://bit.ly/36U4t3u>. #WorldWaterDay

A fisherman wearing a red jacket and a colorful beanie is on a boat, holding a large salmon. The fish is silver with a dark back and is being held up by the fisherman's gloved hand. The boat is on the water, and the sky is cloudy. The text "BE AN ADVOCATE" is overlaid in large blue letters, and "Visit SeafoodCampaign.Org" is overlaid in smaller blue and red letters.

BE AN ADVOCATE
Visit **SeafoodCampaign.Org**