



Social Media Toolkit: BP *Deepwater Horizon* Disaster 10-Year Memorial

Resources

- Report materials (also available on the report landing page below)
 - [Report](#)
 - [Fact Sheet](#)
 - [Press Release](#)
- Videos –Oceana encourages you to use the following videos in your social media posts. Use these links when embedding in social media post.
 - Stories from the Gulf (also available at these YouTube links):
 - Chapter 1 – Oil is Coming: <https://www.youtube.com/watch?v=71Zp-6ecAxE>
 - Chapter 2 – Economics: <https://www.youtube.com/watch?v=wir5F92XpBI>
 - Chapter 3 – Ecosystems: <https://www.youtube.com/watch?v=pZz4fNlfe70>
 - Chapter 4 – Beyond Spills: <https://www.youtube.com/watch?v=mGwieBXWo68>
 - Chapter 5 – The Future: <https://www.youtube.com/watch?v=PB7bC4XNDww>
 - Chapters 1-5 – Video compilation: <https://www.youtube.com/watch?v=bgBDckC3hWU>
- Report Landing Page: <http://www.oceana.org/hindsight2020>
- Interactive Digital Feature: <https://spark.adobe.com/page/2ZbFLLsGJID9j/>
- Google Drive with Additional Photos and Gifs for sharing: <https://drive.google.com/drive/folders/1YZG5dpoO9iB38hI9MI5aT9UaSlzsXu5j?usp=sharing>
- Call to action: “TELL CONGRESS: DO NOT IGNORE LESSONS LEARNED FROM THE BP DEEPWATER HORIZON DISASTER” www.oceana.org/actnow

Hashtags to Include

- Primary Hashtag: #ProtectOurCoast
- Secondary Hashtag: #DeepwaterHorizon

Suggested Facebook / Instagram Posts

Facebook

- #BREAKING: Today, @Oceana released a new report on the BP #DeepwaterHorizon disaster — the worst oil spill in U.S. history — which killed 11 people and spewed more than 200 million gallons of oil into the Gulf of Mexico. The disaster also killed up to 170,000 sea turtles, 150 dolphins and whales and 800,000 birds. This report examines the cause of the catastrophe and how its impacts are still felt a decade later by the communities and marine



life that depend on the Gulf. To learn more, visit [Oceana.org/Hindsight2020](https://oceana.org/Hindsight2020).

#ProtectOurCoast

- April 20 will mark 10 years since the BP #DeepwaterHorizon exploded in the Gulf of Mexico, causing the worst oil spill in U.S. history. @Oceana's new report examines the cause and impacts of the catastrophe, and questions why President Trump is choosing to ignore those lessons as he proposes to radically expand offshore drilling to nearly all U.S. waters. To learn more, please visit [Oceana.org/Hindsight2020](https://oceana.org/Hindsight2020). #ProtectOurCoast
- On April 20, 2010, the BP #DeepwaterHorizon exploded, killing 11 rig workers. For 87 days, oil gushed from the seafloor and spewed more than 200 million gallons of oil into the Gulf. Oil killed tens of thousands of birds, sea turtles, dolphins and fish and it washed up on 1,300 miles of shoreline, from Texas to Florida. Today, @Oceana released a report examining the cause of the catastrophe and how its impacts are still being felt a decade later. To read the report, please visit [Oceana.org/Hindsight2020](https://oceana.org/Hindsight2020). #ProtectOurCoast
- BP's #DeepwaterHorizon disaster in April 2010 showed the dangers of offshore drilling. In a new report, @Oceana looks at the causes and impacts of the disaster and if President Trump has learned any lessons from the catastrophe. Check it out: [Oceana.org/Hindsight2020](https://oceana.org/Hindsight2020). #ProtectOurCoast

Instagram

- The BP #DeepwaterHorizon wreaked havoc on the Gulf of Mexico and had deadly impacts.
 - At least 150 dolphins and whales killed
 - Up to 170,000 sea turtles killed
 - Up to 800,000 birds killed
- #DYK the BP #DeepwaterHorizon disaster spewed more than 200 million gallons of toxic oil into the Gulf of Mexico? Despite removal attempts, as much as 60 million gallons of oil remained in the environment. Today, @Oceana released a new report on the cause of the catastrophe and how its impacts are still being felt a decade later by the communities and marine life that depend on the Gulf of Mexico. #ProtectOurCoast
- The worst oil disaster in U.S. history: For five years after 2010 BP #DeepwaterHorizon disaster, more than 75% of all dolphin pregnancies failed in the oiled area. Today, an @Oceana report highlights long-term impacts of the disaster oceana.org/hindsight2020 #ProtectOurCoast
- #DYK the BP #DeepwaterHorizon disaster was the worst oil spill in U.S. history? Today, @Oceana released a new report on the cause of the catastrophe and how its impacts are still being felt a decade later by the communities and marine life that depend on the Gulf of Mexico. #ProtectOurCoast
- As many as 800,000 birds died as a result of the #DeepwaterHorizon disaster. Up to 32% of laughing gulls in the northern Gulf of Mexico died after the disaster, along with up to 12% of the area's brown pelicans. [Oceana.org/Hindsight2020](https://oceana.org/Hindsight2020) Join the fight to #ProtectOurCoast.
- Impact of #DeepwaterHorizon: Oil exposure can cause anemia, tooth loss, liver damage, reproductive failure and death in dolphins. [Oceana.org/Hindsight2020](https://oceana.org/Hindsight2020) Join the fight to #ProtectOurCoast.
- Up to 170,000 sea turtles were killed by the #DeepwaterHorizon disaster. [Oceana.org/Hindsight2020](https://oceana.org/Hindsight2020) Join the fight to #ProtectOurCoast.



Report Videos for Facebook/ Instagram:

- In 2010, the BP #DeepwaterHorizon spewed more than 200 million gallons of oil into the Gulf of Mexico, killing up to 170,000 sea turtles, 150 dolphins and whales, and 800,000 birds. Oil washed up on 1,300 miles of shoreline, from Texas to Florida. Today, @Oceana released a report examining the cause of the disaster and how its impacts are still being felt a decade later. Learn more about the impacts of this disaster and how you can help prevent it from happening again. [Oceana.org/Hindsight2020#ProtectOurCoast](https://oceana.org/Hindsight2020#ProtectOurCoast)
 - **Suggestion:** Embed Oil is Coming video
- Scientists said the ocean floor near the BP #DeepwaterHorizon resembled a toxic waste dump. Years later, the area is devoid of the kinds of marine life that typically inhabit the deep sea. Today, Oceana released a report examining the cause of the BP disaster and how its impacts are still being felt a decade later. Join @Oceana's fight to stop the expansion of offshore drilling: <https://oceana.org/actnow> #ProtectOurCoast
 - **Suggestion:** Embed Ecosystem video
- The dangers of offshore oil drilling are not limited to massive disasters like the BP #DeepwaterHorizon. Spills can happen during each phase of the process, including exploration, production, transportation and refining. Join @Oceana's fight to stop the expansion of offshore drilling: <https://oceana.org/actnow> #ProtectOurCoast
 - **Suggestion:** Embed Beyond Spills video
- "If anything, another disaster is more likely today as the oil industry drills deeper and farther offshore. Instead of learning lessons from the BP disaster, President Trump is proposing to radically expand offshore drilling, while dismantling the few protections put in place as a result of the catastrophic blowout," said @Oceana Campaign Director Diane Hoskins. Join Oceana's fight to stop the expansion of offshore drilling: <https://oceana.org/actnow> #ProtectOurCoast
 - **Suggestion:** Embed The Future video

Suggested Tweets

- BP's #DeepwaterHorizon spewed 200 million+ gallons of oil, killing tens of thousands of birds, sea turtles, dolphins & fish. #Breaking @Oceana report examines the disaster's cause and impacts 10 years later. [Oceana.org/Hindsight2020#ProtectOurCoast](https://oceana.org/Hindsight2020#ProtectOurCoast)
- Ten years later, the impacts of #DeepwaterHorizon continue. Why is President Trump's proposal to expand offshore drilling still on the table? [Oceana.org/Hindsight2020#ProtectOurCoast](https://oceana.org/Hindsight2020#ProtectOurCoast)
- #DeepwaterHorizon showed the dangers of offshore drilling. President Trump wants to radically expand drilling. Every East and West Coast governor opposes drilling off their state. Why is President Trump ignoring states? [Oceana.org/Hindsight2020#ProtectOurCoast](https://oceana.org/Hindsight2020#ProtectOurCoast)
- "The BP disaster devastated the Gulf, and we cannot afford to repeat it. President Trump's plan is still a preventable disaster if we stand together to protect our coasts," said @Oceana campaign director @kdianehoskins. [Oceana.org/Hindsight2020](https://oceana.org/Hindsight2020) Join the fight to #ProtectOurCoast.



- “Once the oil industry gets anchored in an area, then there's no going back. So, why even start?” Cyn Sarthou, executive director of @HealthyGulf, told @Oceana. [Oceana.org/Hindsight2020](https://oceana.org/Hindsight2020) Join the fight to #ProtectOurCoast.
- #DeepwaterHorizon: Communities of color, in particular, faced negative impacts from the disaster, including economic hardships and greater possible exposure to oil spill waste. [Oceana.org/Hindsight2020](https://oceana.org/Hindsight2020) Join the fight to #ProtectOurCoast.
- #DeepwaterHorizon highlights how offshore drilling puts our environment and economy at risk — lessons we cannot afford to ignore. [Oceana.org/Hindsight2020](https://oceana.org/Hindsight2020) Join the fight to #ProtectOurCoast.
- 10 years after #DeepwaterHorizon, the offshore oil safety culture has not improved, and government oversight remains deficient. We cannot afford to repeat this disaster. [Oceana.org/Hindsight2020](https://oceana.org/Hindsight2020) Join the fight to #ProtectOurCoast.
- Lessons from #DeepwaterHorizon: President Trump should halt all efforts to expand offshore drilling activities to new areas. [Oceana.org/Hindsight2020](https://oceana.org/Hindsight2020) Join the fight to #ProtectOurCoast.
- Lessons from #DeepwaterHorizon: Congress should block new offshore drilling and accelerate our transition to clean, renewable energy. [Oceana.org/Hindsight2020](https://oceana.org/Hindsight2020) Join the fight to #ProtectOurCoast.
- 10 years after #DeepwaterHorizon, offshore oil drilling remains dirty and dangerous. It is not a matter of whether another disaster will occur, but when. [Oceana.org/Hindsight2020](https://oceana.org/Hindsight2020) Join the fight to #ProtectOurCoast.

Videos for Twitter

- The BP #DeepwaterHorizon spewed 200 million+ gallons of oil into the Gulf. Oil washed up on 1,300 miles of shoreline. Today, @Oceana examines how its impacts are still being felt a decade later. oceana.org/Hindsight2020#ProtectOurCoast
 - **Suggestion:** Embed Oil is Coming video
- Scientists who study the #DeepwaterHorizon disaster describe large swaths of the ocean floor near the site of the well as a toxic waste dump. [Oceana.org/Hindsight2020#ProtectOurCoast](https://oceana.org/Hindsight2020#ProtectOurCoast)
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