**OCS Campaign Social Media Toolkit -**

**Offshore Drilling/2019-2024 Draft National OCS Oil and Gas Leasing Program Opposition**

**Senate Floor-A-Rama**

**Tuesday, February 6, 2018; 4-5PM**

**WHEN?**

Tuesday, February 6, 2018; 4-5PM

**WHO?**

OCS Coalition (lobbyists, general, defense), MMPA list, Monuments coalition, Ocean Protection Coalition, CDP, B-team, local partners’ social media teams.

**WHAT?**

Supporting a Twitterstorm centered on an hour of Senators conducting floor speeches to highlight bipartisan, diverse, and strong opposition to the 2019-2024 National OCS Oil and Gas Leasing Program (Draft Proposed Program – DPP). The coalition will provide public support and amplification of Senators using key campaign messages highlighting coastal economies, local opposition, DoD conflicts, bipartisan nature of opposition, and impacts to the climate.

As each Senator takes the podium, the community will push out tweets with content/ opposition to offshore drilling from the respective state. This includes letters from Governors, stakeholders, and media, as well as quoting the Senator in real-time.

**SCHEDULE**

|  |  |
| --- | --- |
| 4:00 PM | Cantwell |
| 4:05 PM | TBD |
| 4:10 PM | Hassan |
| 4:15 PM | Carper |
| 4:20 PM | King |
| 4:25 PM | Wyden |
| 4:30 PM | Nelson |
| 4:35 PM | Menendez |
| 4:40 PM | Whitehouse |
| 4:45 PM | Merkley |
| 4:50 PM | Markey |
| 4:55 PM | Murray |

**WHERE?**

Twitter, Facebook

Google Drive link: <https://drive.google.com/drive/folders/1UibOPuok28pDQp2DMfjIz3OepBi8O3ma>

Watch live: <http://floor.senate.gov/MediaPlayer.php?view_id=2&event_id=1570>

**KEY TARGETS**

* The public
* Senators taking the floor
* Media
  + Twitter handle for Senate Democrats participating:
    - Sen. Cantwell (WA): @senatorcantwell
    - Sen. Hassan (NH): @senatorhassan
    - Sen. Carper (DE): @senatorcarper
    - Sen. King (ME): @senangusking
    - Sen. Wyden (OR): @ronwyden
    - Sen. Nelson (FL): @senbillnelson
    - Sen. Menendez (NJ): @senatormenendez
    - Sen. Whitehouse (RI): @senwhitehouse
    - Sen. Merkley (OR): @senjeffmerkley
    - Sen. Markey (MA): @senmarkey
    - Sen. Murray (WA): @pattymurray
* Administration
  + @realdonaldtrump
  + @secretaryzinke

**KEY HASHTAGS**

* #ProtectOurCoast

**SAMPLE TWEETS**

*WA (4:05 & 4:55PM)*

Thank you @senatorcantwell for protecting the pacific from new offshore drilling! Washington coastal economies rely on clean, healthy ocean ecosystems, not oil rigs #ProtectOurCoast (INSERT MACRO)

The entire WA congressional delegation weighs in opposing @realdonaldtrump’s radical plan to expand offshore drilling to the Pacific #ProtectOurCoast <http://bit.ly/2BXiisV>

The Trump administration and @SecretaryZinke want to expand offshore drilling and make it even more dangerous by rolling back current safeguards & protections. #ProtectOurCoast Tell them No: <http://p2a.co/YBaeIud>

*NH (4:10PM)*

We stand with @senatorhassan in opposing @RealDonaldTrump's plan to radically expand offshore drilling, which risks our coasts in the Arctic, Atlantic, Pacific and Gulf #ProtectOurCoast (INSERT MACRO)

Leaders of #NewHampshire all stand together opposing new offshore drilling in the Atlantic! @senatorhassan @senatorshaheen @teamsheaporter @repanniekuster #ProtectOurCoast <http://bit.ly/2BInk0F>

Opposition is not just strong, it’s bipartisan. NH is solidly opposed to expanded offshore drilling, according to @govchrissununu #ProtectOurCoast <http://bit.ly/2Bcmic7>

*DE (4:15PM)*

Huge TY to @senatorcarper for standing up for DE beaches and the Atlantic from expanded offshore drilling! #ProtectOurCoast (INSERT MACRO)

.@senatorcarper & @chriscoons join 20 Atlantic Senators requesting @SecretaryZinke remove their states from new offshore drilling, too #ProtectOurCoast <http://bit.ly/2GTAeIy>

Delaware’s economy depends on healthy ocean ecosystems, which is why Gov. @johncarneyDE opposes offshore drilling in the Atlantic, too! #ProtectOurCoast <http://bit.ly/2Bb4tdr>

Fisheries are opposed to offshore drilling, just ask the @MidAtlanticFish Council #ProtectOurCoast <http://bit.ly/2BY2XYS>

*ME (4:20PM)*

We stand with @senangusking in opposing new drilling in the Atlantic and off Maine! Lobsters taste better covered in butter, not oil #ProtectOurCoast

Huge thank you to @senangusking &@sencollins tell @secretaryzinke “no offshore drilling in the Atlantic!” We agree! #ProtectOurCoast <http://bit.ly/2E7vltG>

BREAKING: The New England Fishery Management Council votes to tell @secretaryzinke to remove the North & Mid-Atlantic from new offshore drilling plan! #ProtectOurCoast <http://bit.ly/2FRAp5x>

Republican governors of SC, MD and NJ have joined Democratic governors of NH, NY, RI, CT, MA, NJ, NC, CA, VA and DE in opposition to the Trump’s efforts to expand offshore drilling, as have constituents from FL to ME and CA to AK. #ProtectOurCoast

*OR (4:25 & 4:45PM)*

Kudos to @senjeffmerkley for speaking out to #ProtectOurCoast from offshore drilling. @SecretaryZinke: The east coast, west coast, Gulf coast, and Arctic have coastal economies & fragile environments just like Florida!

RT and tell @realDonaldTrump and @SecretaryZinke that science & overwhelming public opinion say we need to protect America’s Arctic, Atlantic, Pacific and Gulf coasts #ProtectOurCoast

Just like the @registergaurd said “[Zinke] demonstrated you can always made a bad situation worse.” Offering the entire Pacific to Big Oil is dangerous and risks our coastal economies #ProtectOurCoast <http://bit.ly/2GSzSSb>

*FL (4:30PM)*

Twitter doesn’t allow enough characters for us to properly express our gratitude for @senbillnelson for a lifetime of working to #ProtectOurCoast from offshore drilling, so here’s a cute manatee to do it for us (INSERT MANATEE MACRO)

Offshore drilling finds it’s bipartisan roots in Florida. @senbillnelson lead 23 of the 27 FL Delegation to Zinke opposing drilling off Florida #ProtectOurCoast <http://bit.ly/2GSx1ZI>

The @departmentofdefense isn’t a big fan of offshore drilling either, just ask the @usairforce #ProtectOurCoast <http://bit.ly/2BXRoRv>

*NJ (4:35PM)*

Big thanks to @senatormenendez for standing up for NJ fisheries, coastal communities and marine life #ProtectOurCoast

Dear @secretaryzinke: NJ wants to be removed from the new radical offshore drilling plan, just ask @philmurphynj #ProtectOurCoast <http://bit.ly/2FRGxLp>

Business opposition to offshore drilling in NJ and the Atlantic isn’t new. The Cape May County Chamber of Commerce has been on the books for years. Guess @secretaryzinke is late to the game #ProtectOurCoast <http://bit.ly/2E4a3kw>

*RI (4:40PM)*

Here comes the #climatechamp @senwhitehouse. You better get ready. #ProtectOurCoast (INSERT MACRO)

The gentlemen of #RhodeIsland stand united in opposing offshore drilling! @senwhitehouse @senjackreed @RepCicilline @jimlangevin #ProtectOurCoast <http://bit.ly/2BXSi0l>

.@GovRaimondo joins the #RhodeIsland congressional delegation in opposing drilling! #ProtectOurCoast <http://bit.ly/2BYaoPX>

*OR (4:45PM)*

We stand with @ronwyden in opposing @RealDonaldTrump's plan to radically expand offshore drilling, which risks our coasts in the Arctic, Atlantic, Pacific and Gulf #ProtectOurCoast (INSERT MACRO)

The @mailtribune got it right! “OR should get the same drilling deal as FL.” Pacific coastlines are equally precious and economic drivers #ProtectOurCoast <http://bit.ly/2Ek2HZp>

There’s a reason the OR State Treasurer @tobiasread weighed in opposing new offshore drilling in the Pacific. It’s bad for the economy! #ProtectOurCoast

*MA (4:50PM)*

Kudos to @senmarkey for his leadership to #ProtectOurCoast from offshore drilling! (INSERT MACRO)

The #Massachusetts congressional delegation stands united against offshore drilling. TY @senmarkey #ProtectOurCoast <http://bit.ly/2BFXVoq>

@SecretaryZinke: The east coast, west coast, Gulf coast, and Arctic have coastal economies & fragile environments just like Florida!

Leasing along America’s Arctic, Atlantic, Pacific and Gulf coasts risks locking us into decades of carbon pollution. #ProtectOurCoast

*WA (4:55PM)*

Thank you @pattymurray for standing up for healthy oceans, fisheries, and marine life! #ProtectOurCoast (INSERT MACRO)

All three West Coast Governors are opposed to new offshore drilling. Why would @SecretaryZinke offer new drilling there? #ProtectOurCoast <http://bit.ly/2FNgFjO>

@realDonaldTrump and @SecretaryZinke: drilling along America’s coasts puts our oceans & coastal economies at risk #ProtectOurCoast

**SAMPLE FACEBOOK POSTS**

BREAKING: Senators from coast-to-coast are taking to the floor to oppose radical Trump offshore drilling plan. Join us on Twitter to tell Trump to #ProtectOurCoast! (INSERT MARCRO) <http://p2a.co/YBaeIud>

THANK YOU @SENATORSHANDLE for standing up to Trump and for healthy ocean ecosystems #ProtecOurCoast <http://p2a.co/YBaeIud>

**MACROS/MEMES:**





















