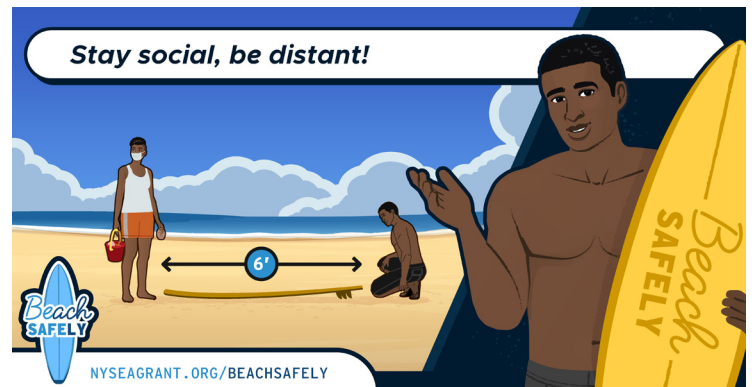




New York Sea Grant partnered with New Jersey Sea Grant to develop a successful social media campaign to encourage beachgoers to be safe and observe COVID-19 regulations

NYSG Addresses COVID-19 with Beach Safely Social Media Campaign

Due to the COVID-19 pandemic, the summer of 2020 was unlike any other experienced in recent history. While many social gatherings were discouraged, outside public spaces remained open and operating at a reduced capacity. Beaches became even more relevant as a place to which people could “escape.” New York Sea Grant (NYSG) recognized and responded to the need to develop and promote messages that would encourage people to continue to enjoy the beach, but be aware of both COVID- and water-related potential physical and health hazards, how to avoid them, and how to stay safe.



Above: One of the nine #BEachSAFEly message posters developed by New York and New Jersey Sea Grants for the summer of 2020. See more at www.nyseagrant.org/beachsafely. Graphic: Joel Davenport

NYSG and New Jersey Sea Grant collaboratively developed nine bilingual (available in English or Spanish), graphically-illustrated posters with messages that included: “Stay social, be distant”; “Don’t let your mask become marine debris!”; “Break the grip of the rip”; “Grab your sunscreen and sanitizer”; and “Stay dry when waves are high”. One message per week was promoted via social media throughout the summer. This #BEachSAFEly social media campaign was widely successful and received praise from a number of Sea Grant programs, the National Sea Grant Office, other organizations, and local media.

On Facebook, NYSG’s #BEachSAFEly posts reached more than 9,345 stakeholders and received 738 engagements (likes, shares, comments) from organizations like the National Oceanic and Atmospheric Administration (NOAA), Cornell University, Stony Brook University, the Association of Marine Industries, the New York State Department of Environmental Conservation, Weather Ready Texas, and others. On Twitter, the content gained 22,724 impressions (how many times a tweet was seen) and 653 engagements from partners such as various NOAA line offices, Steven’s Institute of Technology, Hofstra University, The Cooperative Institute for Great Lakes Research, and Florida’s Department of Fisheries, Ecology, and Conservation. Overall, the average engagement rate for this campaign was almost 10 times higher than what is considered high engagement.

Project Partners:

- New Jersey Sea Grant
- Funding: National Sea Grant Office COVID-19 Rapid Response grant

The Sea Grant Focus Area for this project is New York Resilient Communities and Economies.

New York Sea Grant is a joint program of Cornell University, the State University of New York, and NOAA.
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