



30 Years of Florida Keys National Marine Sanctuary

Designated on November 16, 1990



SCIENCE & RESOURCE PROTECTION



STEWARDSHIP



MARITIME HERITAGE



MOORING BUOYS



RESTORATION



SANCTUARY VOICES

Sample Facebook post



NOAA Florida Keys National Marine Sanctuary

Published by Rachel Plunkett · November 27 at 1:10 PM

In the last ten years, Florida Keys National Marine Sanctuary has hosted multiple universities for Alternative Spring Break programs. Hundreds of students have dedicated thousands of hours of their college vacation time to help address the threat of marine debris within the sanctuary, and learn about the sensitive ecosystems of South Florida. More than 15,000 lbs of debris has been removed from shorelines of the Florida Keys from groups like Alpha Zeta at the University of Florida.

Visit <http://go.usa.gov/x7WQd> to learn more!

Photo: NOAA. Image description: People on a center console boat with several full trash bags on the deck.



4,340

People Reached

259

Engagements

Boost Post



212

12 Shares



Like



Comment



Share



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Reach:
of times posts
were viewed

Sample Tweet



12:07 PM · Nov 19, 2020 · Twitter Web App

|| View Tweet activity

3 Retweets 10 Likes

Impressions 674
times people saw this Tweet on Twitter

Total engagements 26
times people interacted with this Tweet



NOAA Florida Keys NMS
@FloridaKeysNMS



Thank you for following along with us as we reflected on 30 years of Florida Keys National Marine Sanctuary. Visit go.usa.gov/x7WPq to hear from Superintendent Sarah Fangman and discover more about our vision for the next 30 years.

[#30YearsofKeysSanctuary](#)

2:45 PM · Nov 30, 2020 · Twitter Web App

4 Likes



Impressions:
of times people
saw this Tweet

- **Science & Resource Protection**

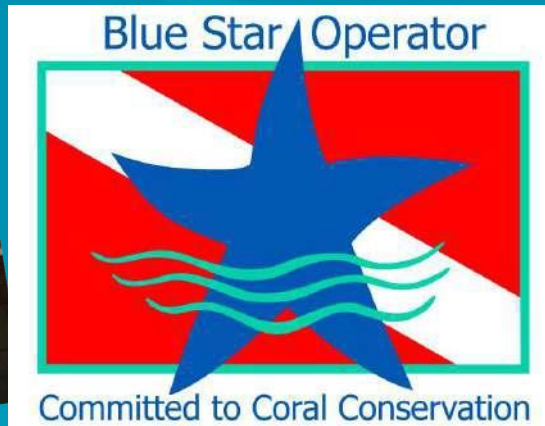
- In 2002, the sanctuary was designated a Particularly Sensitive Sea Area, the first in the U.S. of this rare form of international protection; two Ecological Reserves were established, protecting more than 160 sq. nautical miles of marine habitat; and the establishment of the Water Quality Protection Program.



<http://floridakeys/noaa.gov/30th>

- **Stewardship**

- The Eco-Discovery Center in Key West has hosted more than 750,000 visitors from 85 foreign countries; volunteers have contributed over 35,000 hours; establishment of Blue Star Fishing & Diving programs encourages operators to practice responsible tourism.



<http://floridakeys/noaa.gov/30th>



● Maritime Heritage

- The sanctuary's submerged heritage conservation and preservation efforts include the story of the pirate slave ship *Guerrero*; identifying two previously unknown steamship wrecks - the *Hannah M. Bell* and *Acorn*; establishment of the historic Shipwreck Trail and a survey of long-abandoned submerged navigational aids, such as Totten Beacons.



<http://floridakeys/noaa.gov/30th>

- **Mooring Buoys**

- First installed in Key Largo 1981 by John Halas, sanctuary staff now installs and maintains over 800 buoys up and down the Keys and sanctuary teams have traveled as far as China and Colombia to help establish similar buoy systems. The sanctuary's buoy system is now used in 38 countries worldwide.



- **Restoration**

- Each year for the last 3 years, 15,000-30,000 elkhorn & staghorn corals have been outplanted onto the reef by permitted partners.



<http://floridakeys/noaa.gov/30th>

- **Sanctuary Voices, in their own words**

- From Bob Holston, who started it all:
“My partner, CeCe, and I were invited to nominate the Florida Keys as a national marine sanctuary and testify before Congress on the need for protection of the only living coral barrier reef in the continental United States.....”



<http://floridakeys/noaa.gov/30th>



So how did we do?

- Facebook:
 - Total Reach in October = 43,673
 - Total Reach in November = 170,616
 - 290% increase
- Twitter:
 - Total Impressions in October = 22,100
 - Total Impressions in November = 55,626
 - 152% increase



Contact Information



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