



# Local Seafood Summit 2019

## Outreach Toolkit

### Direct Email Outreach

One of the strongest tools we have as a network is the web of relationships we've built. Direct outreach to individuals engage in community-based fishing is critical to making this summit the best yet. Here are some tips and suggested emails to help get you started. Feel free to copy and paste or adjust as you see fit.

- I am going to the summit for multiple reasons, beyond networking. First, this is an opportunity to step out of my silo and learn from and about what other people are doing across North America (and beyond). Second, it represents an important chance to be part of strengthening the network of small-scale fisheries across North America. There will be several who's who from industry, nonprofits, policy makers and academics discussing all things fishy. Third, I am going to the summit to find people who want to collaborate with the [Local Catch Network](#). In the coming few years, we have funding to help support fishermen participate in international discussions about CSFs. Please consider joining me in Portland, OR.
- [Email template with summit description](#).
- Don't forget to share the link to the [summit website](#) and [registration page](#).

### Social Media Toolkit

Whether you are a summit organizer, speaker, sponsor or attendee, we need your help to spread the word and share your excitement about attending the #LocalSeafoodSeafoodSummit2109. This toolkit, including sample social media graphics, posts and tips will help you get started.

Tag [LocalCatch.org](#) in you posts to:

- Facebook: [@localcatchnetwork](#)
- Twitter: [@LocalCatch](#)
- Instagram: [@boat2fork](#)

**Official 2019 Local Seafood Summit Hashtag:**

- #LocalSeafoodSummit2019

**Other Hashtags:**

- #whofishesmatters
- #knowyourfisherman
- #seafoodwithvalues
- #slowfish
- #slowfood
- #sustainableseafood
- #localseafood
- #localfood
- #seafood

## Social Media Graphics

Share any of the social media graphics below by clicking an option to access the full-sized graphic and save it to your device. Each social image is sized for sharing on Facebook, Instagram, and Twitter.

**Summit Logo Graphics:**

- [Summit logo](#)
- [Summit logo + LocalCatch.org logo \(horizontal\)](#)
- [Summit logo + LocalCatch.org logo \(vertical\)](#)
- [LocalCatch.org logo](#)

**Summit Sponsor Graphics:**

- [Oak Foundation](#)
- [NAMA](#)
- [Sitka Salmon Shares](#)
- [Oregon Sea Grant](#)
- [California Sea Grant](#)
- [Dock to Dish](#)

**Sample Social Media Posts:**

Use these sample messages to help spread the word about the #LocalSeafoodSummit2019 and encourage your friends and followers to join you. Feel free to use these posts as is or personalize them.

## Sample Tweets

### Speakers

- I'm speaking at @LocalCatch.org #LocalSeafoodSummit this October in #PortlandOR. You can attend my session by registering today [ow.ly/nV6330otItJ](http://ow.ly/nV6330otItJ)
- Register now to join me at #LocalSeafoodSummit2019 in Portland, OR. You can attend my session about [INSERT SESSION TOPIC] [ow.ly/nV6330otItJ](http://ow.ly/nV6330otItJ)

### Organizers

- We are excited to be showcasing the fantastic work of the @LocalCatch.org Network at #LocalSeafoodSummit2019. Register today to join us in #PortlandOR in October [ow.ly/nV6330otItJ](http://ow.ly/nV6330otItJ)
- Register now for @LocalCatch.org #LocalSeafoodSummit2019! We will be there in Portland, OR this October demonstrating the exciting work of small-scale #seafood harvesters & community-supported fisheries [ow.ly/nV6330otItJ](http://ow.ly/nV6330otItJ)

### Attendees

- Counting down until the @LocalCatch.org #LocalSeafoodSummit2019 in Portland, OR! Join me: [ow.ly/nV6330otItJ](http://ow.ly/nV6330otItJ)
- I can't wait to join hundreds of my colleagues in Portland, OR at the 3rd Local Seafood Summit #LocalSeafoodSummit2019 [ow.ly/nV6330otItJ](http://ow.ly/nV6330otItJ)
- The @LocalCatch.org #LocalSeafoodSummit2019 is an experience unparalleled in the #sustainable seafood industry.

## Sample Facebook Posts

### Speakers

- I'm speaking at @LocalCatchNetwork #LocalSeafoodSummit this October in #PortlandOR. You can attend my session by registering today [ow.ly/nV6330otItJ](http://ow.ly/nV6330otItJ)
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## Sample Instagram Captions

### Speakers

- I'm speaking at @boat2fork #LocalSeafoodSummit this October in #PortlandOR. You can attend my session by registering today [ow.ly/nV6330otItJ](https://ow.ly/nV6330otItJ)
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