



**#SHARKINAR**

July 24, 2014

Dial in to the audio at 866-740-1260  
Participant code 3005900

# Housekeeping

Livetweet: #sharkinar

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Lots of people on the line!

Ask questions ***in the chat*** at any time.

Will send recording & slides after.



Q: Wait, is this just about  
Shark Week?



A: NO



# Agenda

Who we are

What is this “Shark Week”

State of the Shark 2013

#SharkWeek Tips and Tricks

You tell us: What can we amplify?

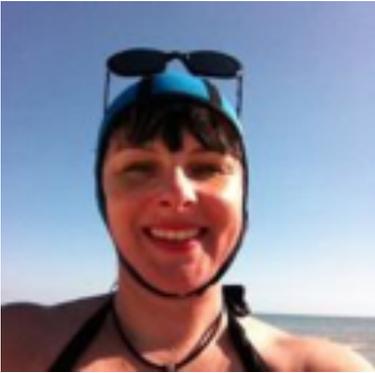




The ocean is our client.



# The Upwell Team



Rachel Weidinger  
@rachelannyes



Ray Dearborn  
@rdearborn



Matt Fitzgerald  
@fitz350



Andrew David Thaler  
@sfriedscientist





Smithsonian

David Suzuki Foundation



CALIFORNIA ACADEMY OF SCIENCES



CONSERVATION INTERNATIONAL



THE PEW CHARITABLE TRUSTS



R.J. DUNLAP MARINE CONSERVATION PROGRAM



NATIONAL MARINE SANCTUARIES



SIERRA CLUB FOUNDED 1892



Ocean Conservancy



And also these, which totally didn't fit on the last slide.



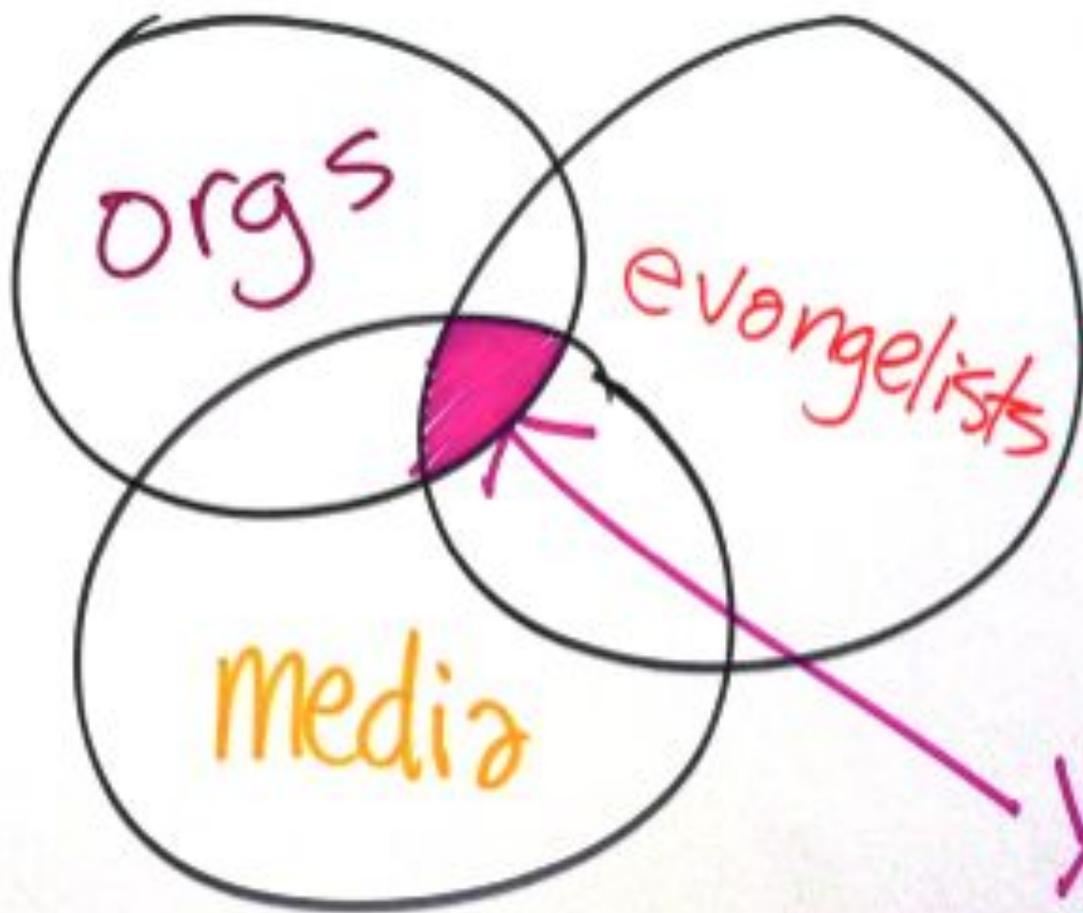
uOttawa



Union of  
Concerned  
Scientists

Citizens and Scientists for Environmental Solutions





YAY.



Assume many to  
many, not one to  
one. We work together.



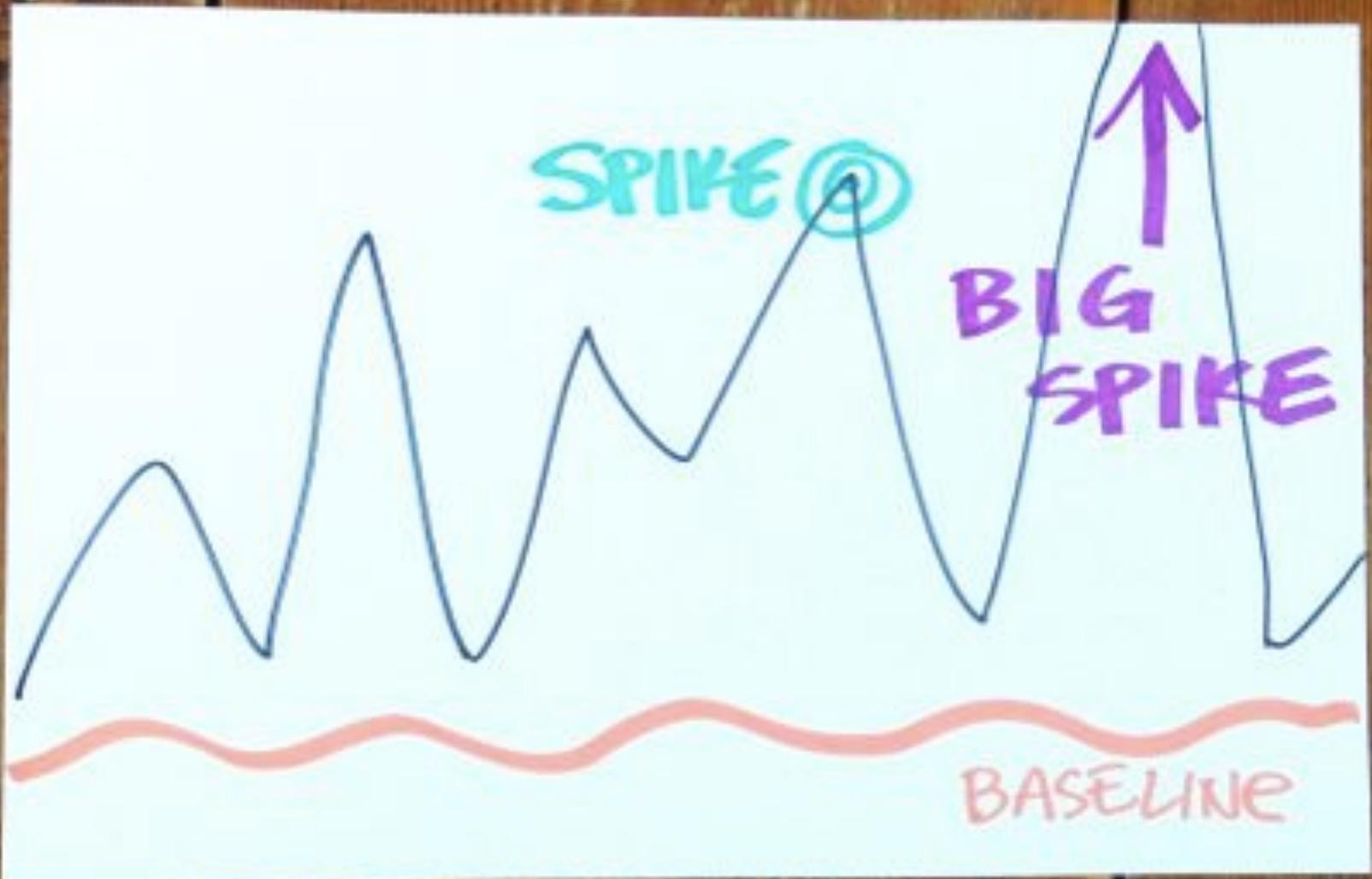
THE OCEAN





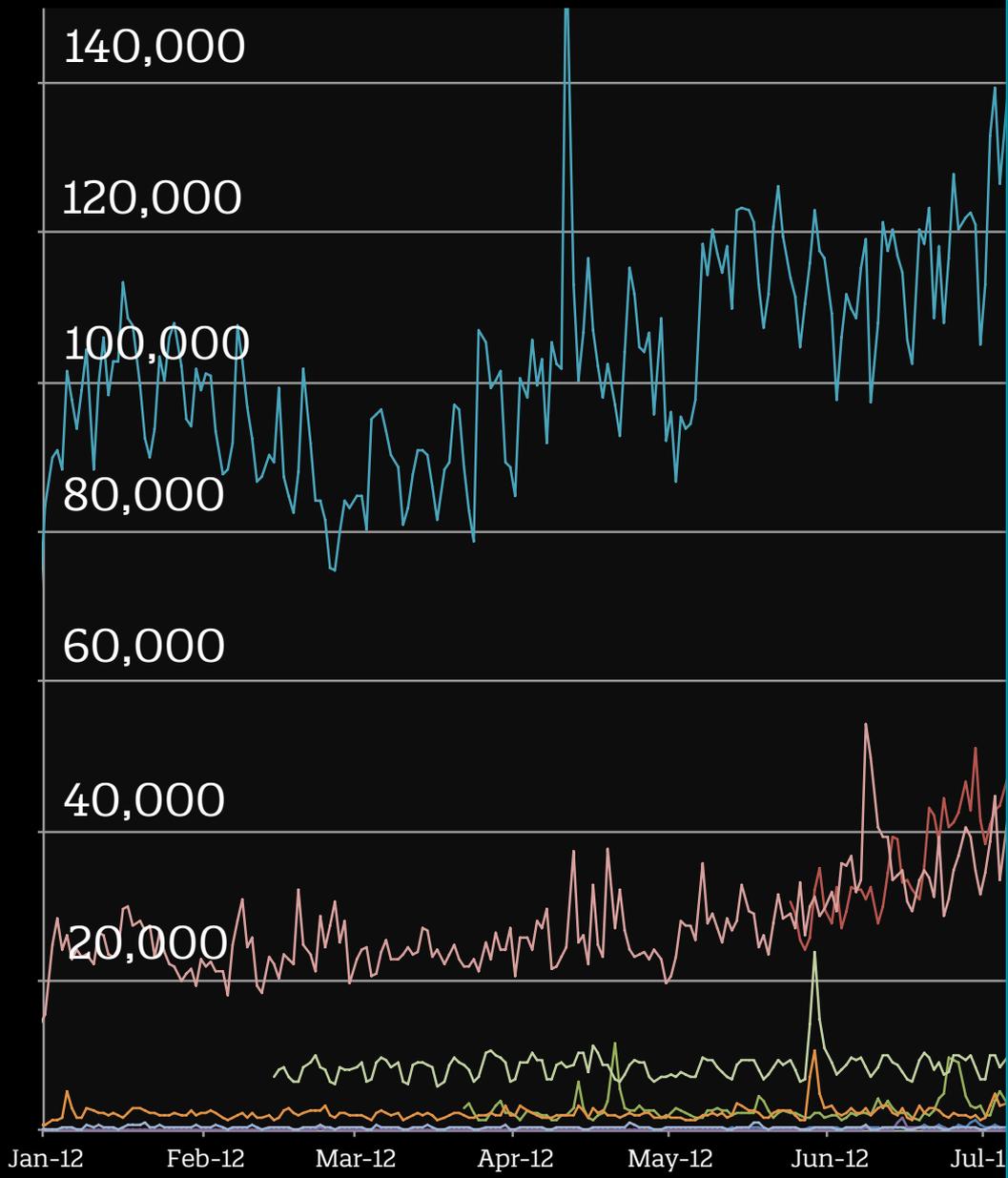
social mention =  
mini article





Should I go  
surf today?





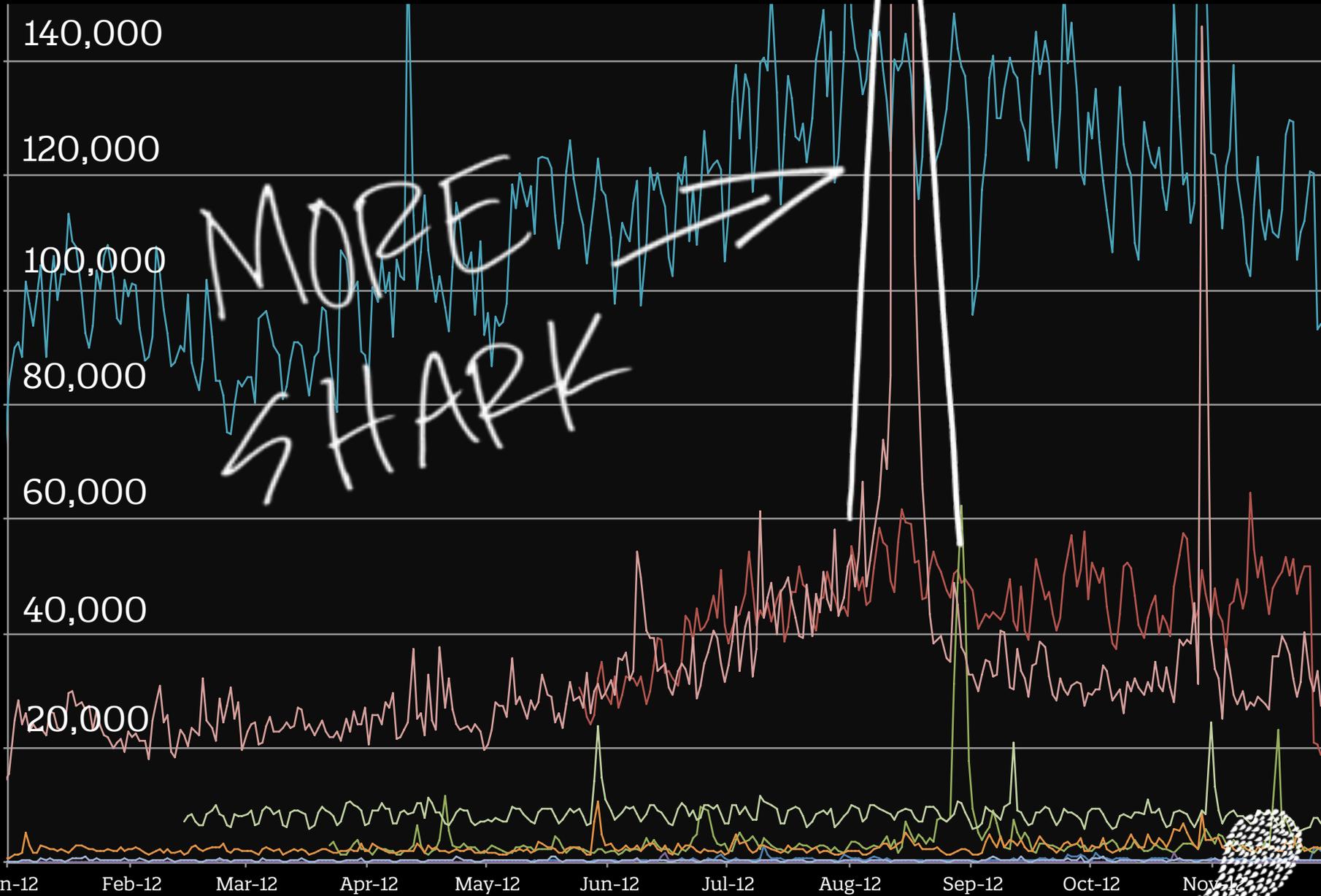
Ocean

Dolphins & Whales  
Sharks

Tuna  
Gulf of Mexico  
Overfishing  
Sustainable Seafood  
Marine Protected Areas



Ocean Acidification   Cetaceans   Gulf of Mexico   MPAs   Ocean   Overfishing   Sustainable Seafood   Sharks   Tuna



Should I go  
surf today?

**YES**





# State of The Shark 2014



# The Internet <3 Sharks

One of the largest ocean conversations online  
(~50,000 mentions per day)

Very diverse...but conservation remains a small niche

Shark Week is the biggest bump of the year

Top influencers often ocean science / conservation  
generalists, not solely shark-centric



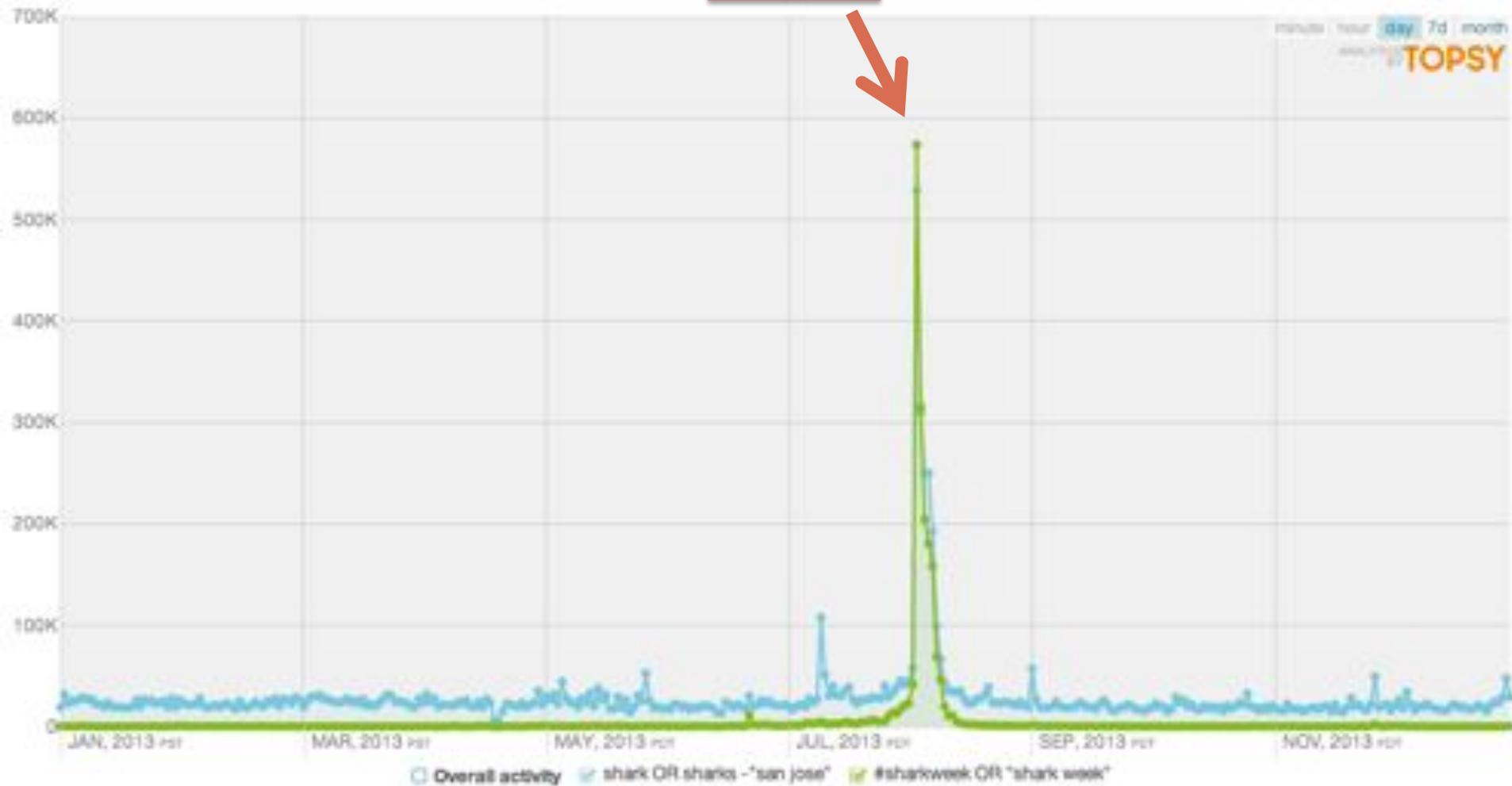
# What is this “Shark Week”?



- 53 million viewers in 2013
- 12 premieres plus a live, nightly “Shark After Dark” talk show
- Conservation partners include **Ghost Fishing**, **Oceana**, and **One World One Ocean**
- Starts 8pm ET on Sunday, August 10th, runs through Saturday, August 16th



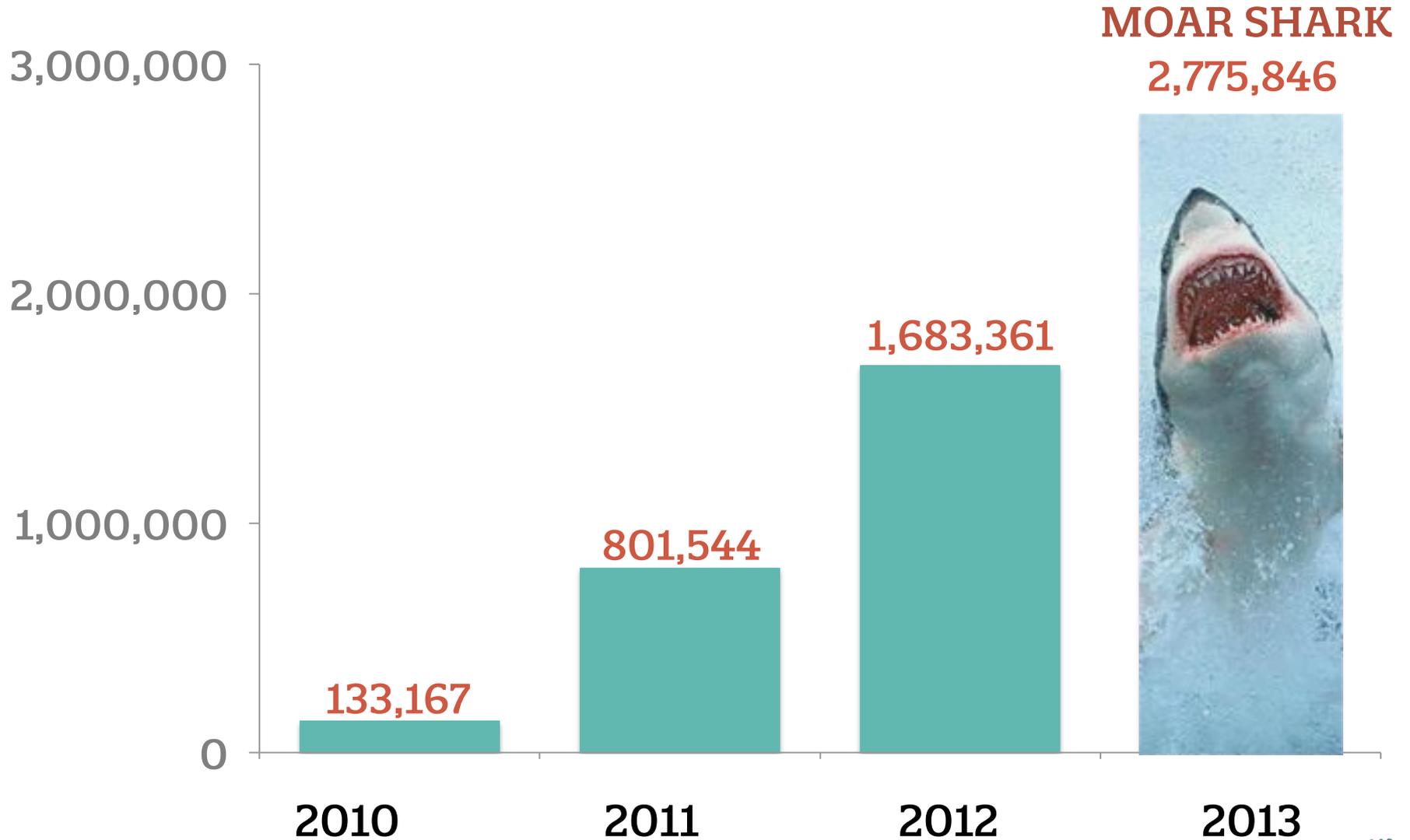
# Shark Week is big



Total tweets for "Shark OR Sharks - San Jose" vs "#sharkweek OR shark week" (Topsy Pro, 1/1/13 - 12/31/13)



# Shark Week mentions by year



(It's getting bigger...)



# Where is the conversation happening?

*Social mentions of "Shark Week" during Shark Week 2013*



**2,652,931**



**93,152\***

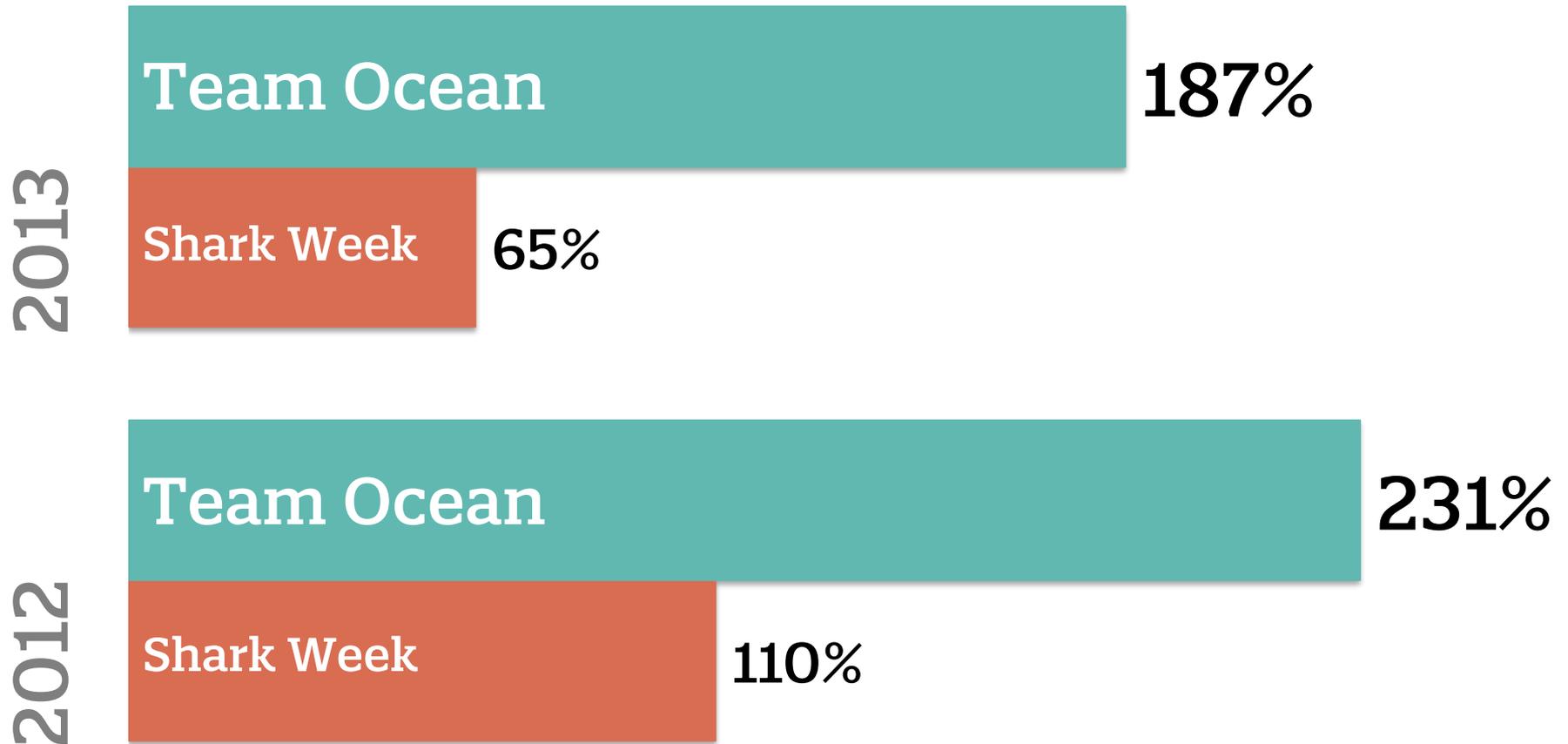
*\*public posts only*



# This is a fan conversation.



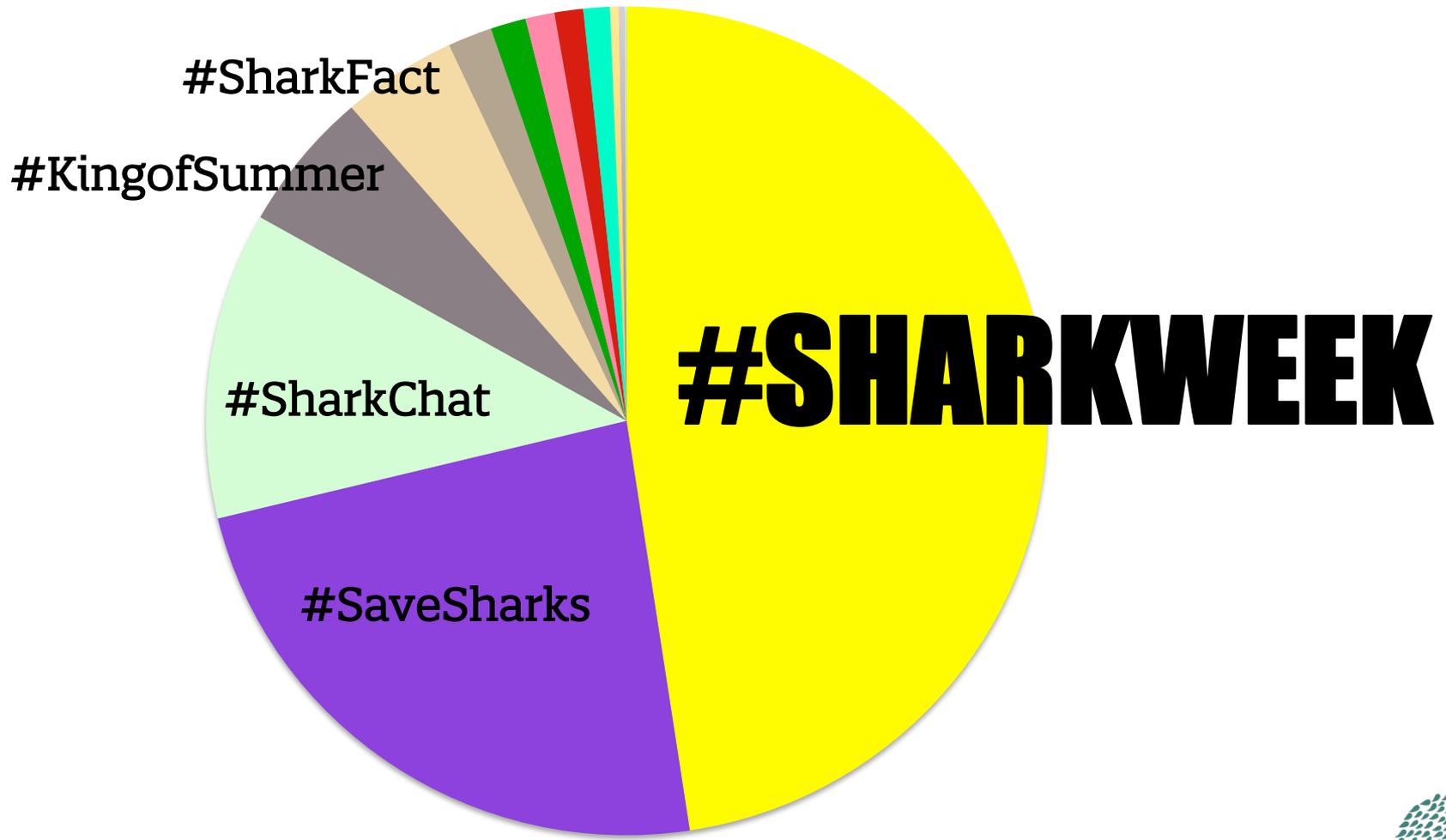
# Team Ocean grew 2-3 times faster than Shark Week



Year-over-year growth in social mentions



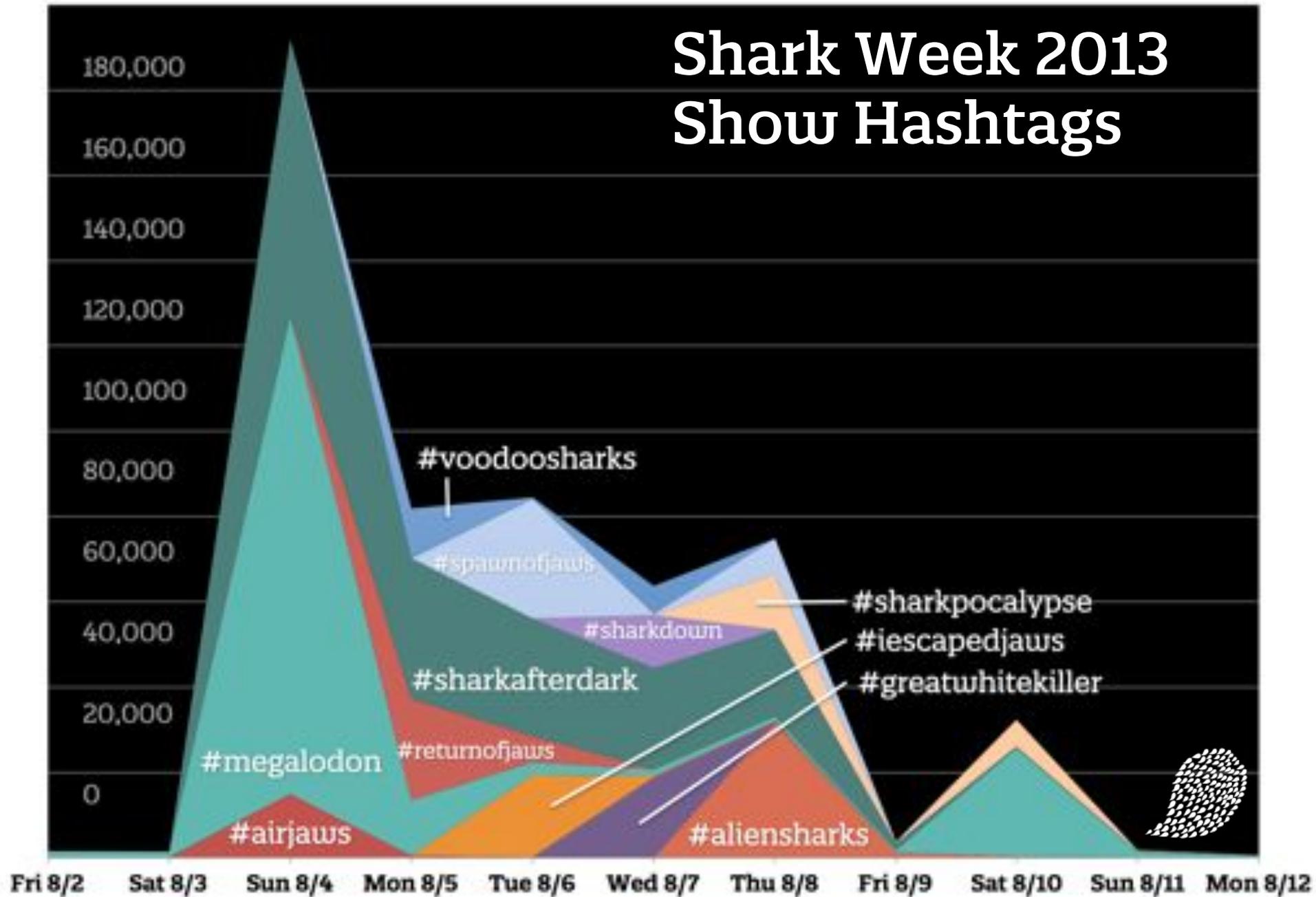
# Which Shark Week Hashtag is the Most Popular?\*



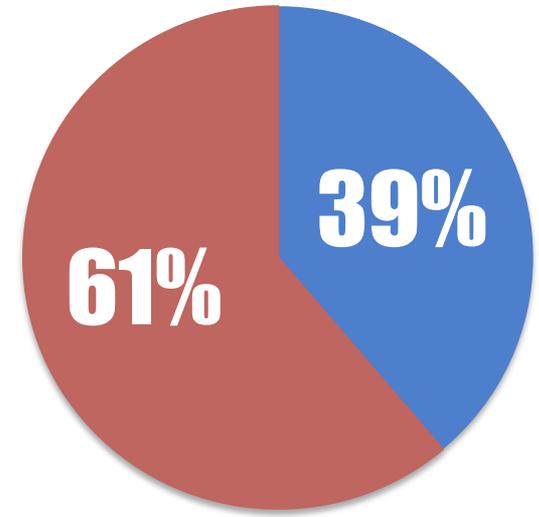
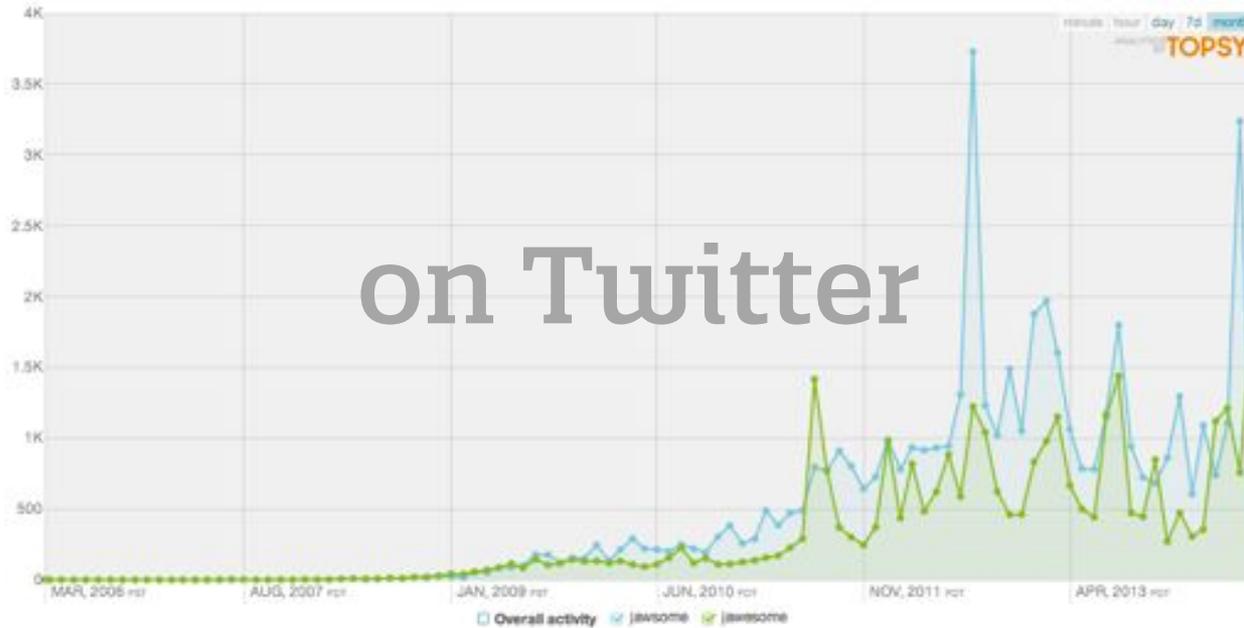
\* Last 30 days



# Shark Week 2013 Show Hashtags

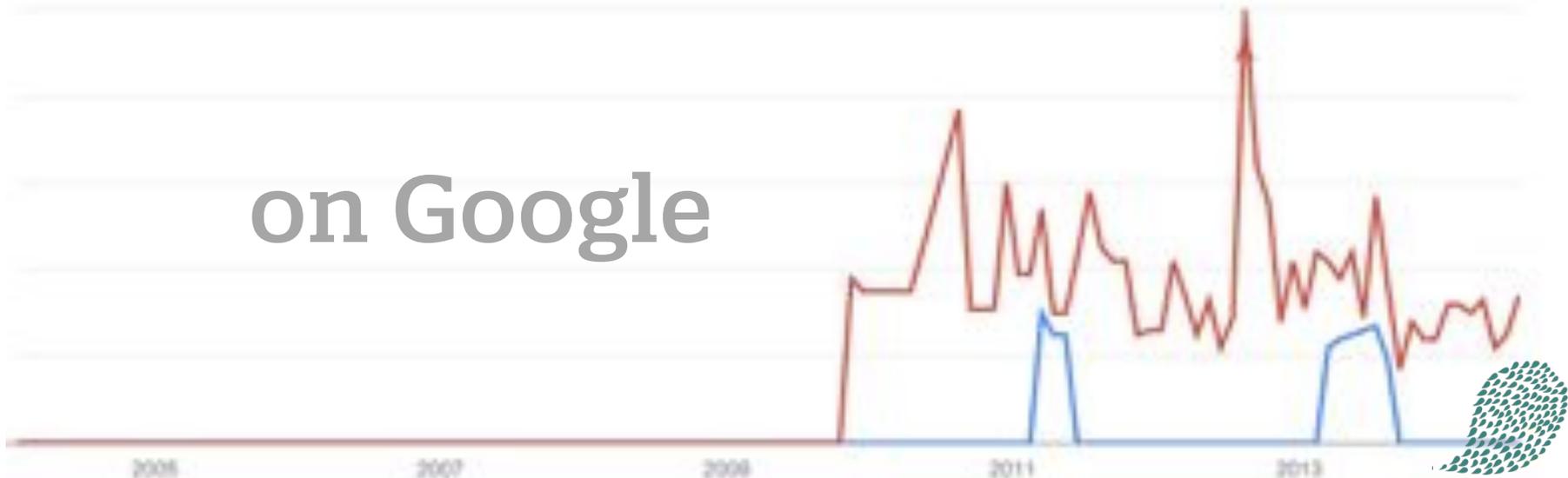


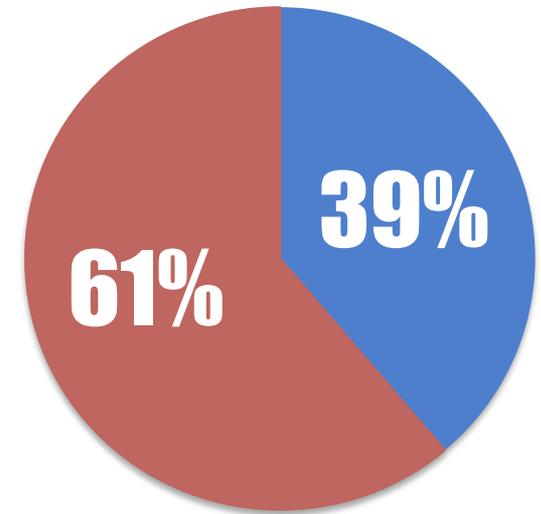
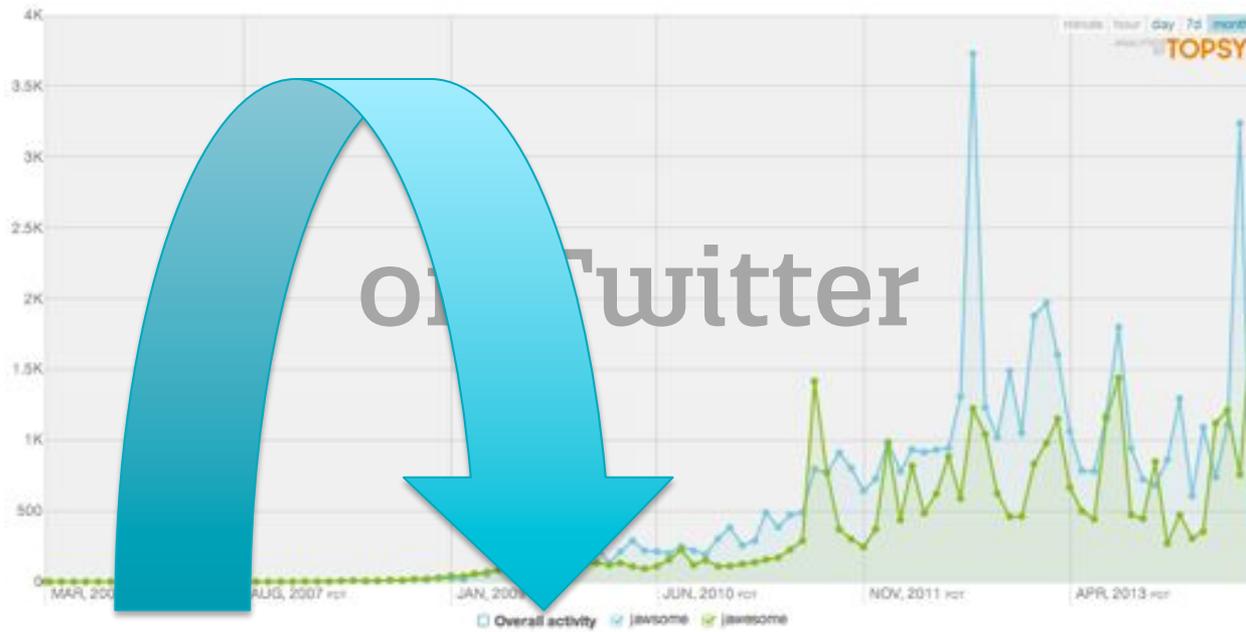
on Twitter



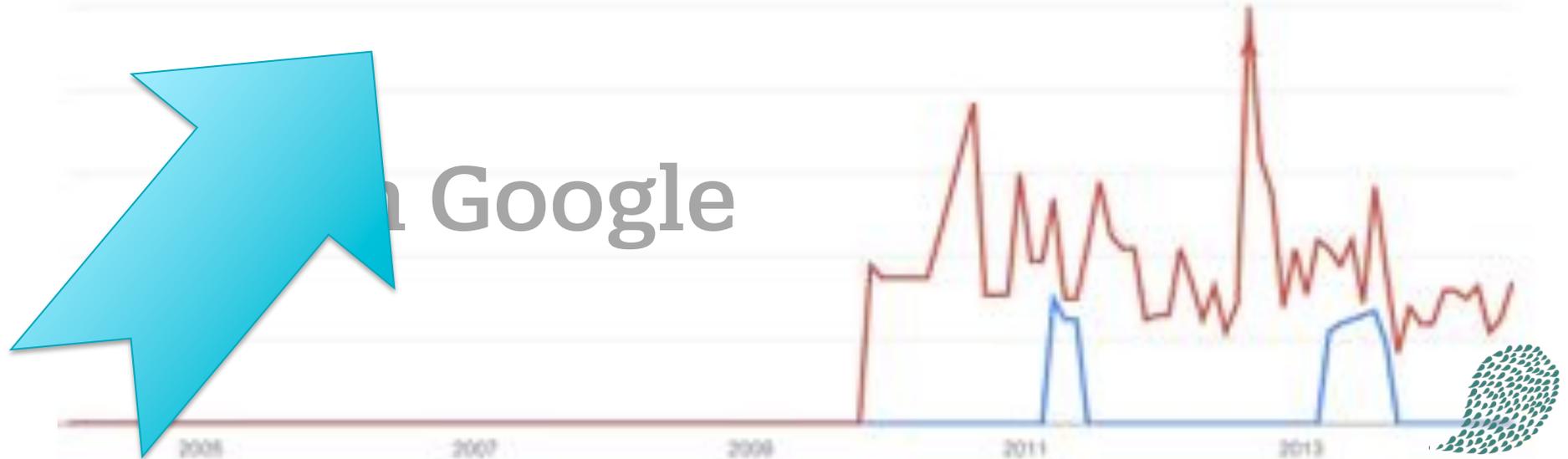
**JAWSOME** or **JAWESOME** ?

on Google

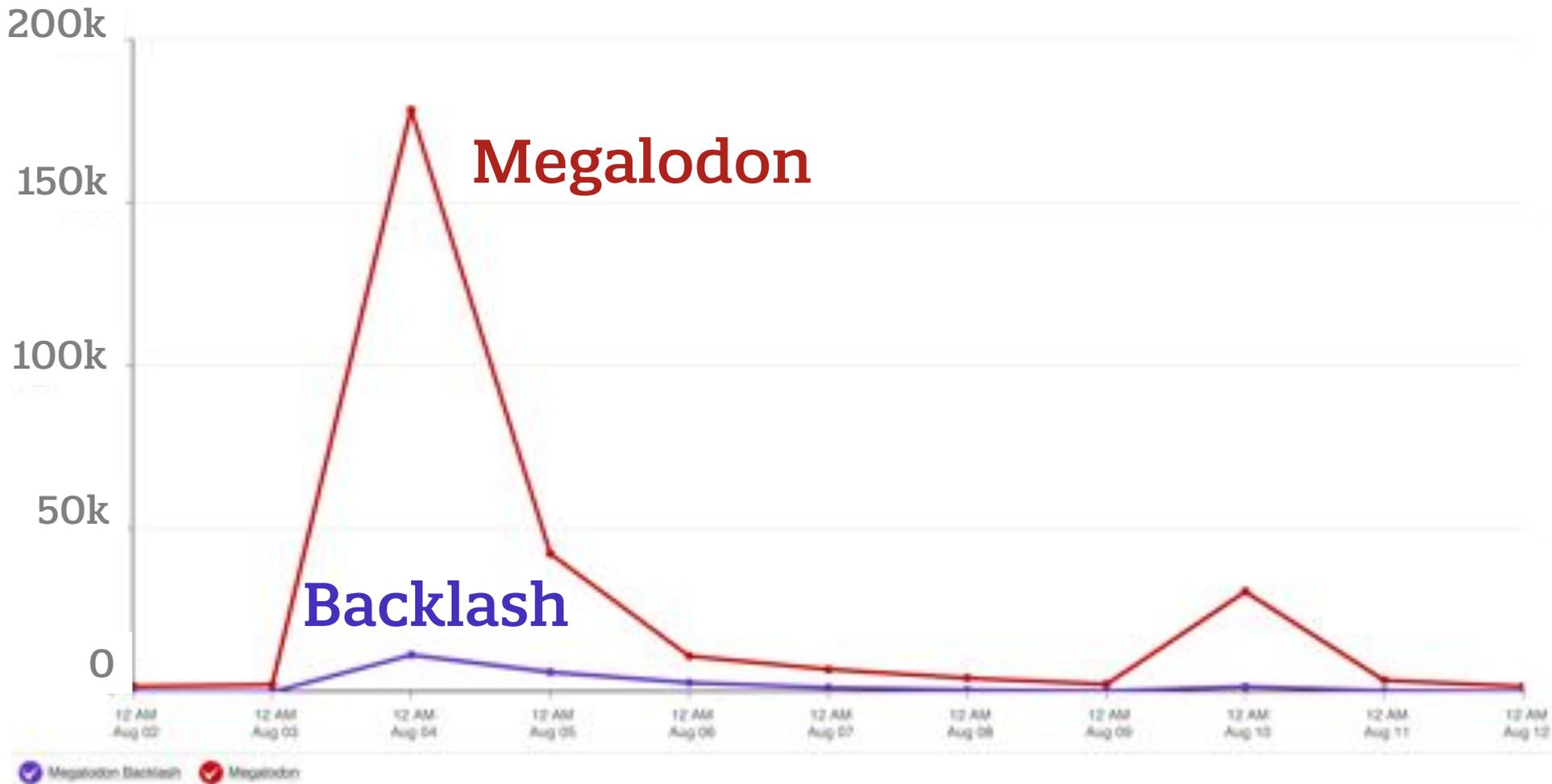




**JAWSOME or JAWESOME ?**



# Shark Week did a bad thing last year.



# The backlash got attention.

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1 Um, What?! Naya Rivera Marries Ryan Dorsey in Surprise Ceremony »

**EXCLUSIVE**  
2 Zoe Saldana Is Pregnant! »

**3** Coroner: Peaches Geldof Died of Heroin Overdose »

**4** Lana Del Rey: "I Have Slept With a Lot of Guys in the Industry" »

**5** Pop! Vanessa Lachey's Baby Bump Is Showing - See Adorable Picture »

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## Shark Week Megalodon: Discovery Channel Defends Fake Documentary

ENTERTAINMENT AUG. 6, 2013 AT 6:20PM BY NICOLE EGGENBERGER

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To kick off Shark Week, Discovery Channel aired a fake documentary on Sunday, Aug. 4, and are now defending their decision to outrage fans. Credit: Discovery

Discovery Channel kicked off Shark Week by taking a bite out of their fan support. The networked opened their 26th week-long series dedicated to sharks with a riveting documentary . . . that turned out to be fake.

PHOTOS: Biggest TV shockers

On Sunday, Aug. 5, Shark Week debuted with the two-hour special, *Megalodon: The Monster Shark Lives*. As noted by [Gawker](#), the following disclaimer was briefly flashed onscreen at the end of the show: "None of the institutions or agencies that appear in the film are affiliated with it in any way, nor have approved its contents. Though certain events and characters in this film have been dramatized, sightings of "Submarine" continue to this day. Megalodon was a real shark. Legends of giant sharks persist all over the world. There is still debate about what they

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## TELEVISION

## DISCOVERY CHANNEL OWES ITS VIEWERS AN APOLOGY

5 AUGUST 2013 WIL WHEATON 175 COMMENTS

I love Shark Week, and every year since it started airing on Discovery Channel, I've planted myself in front of the television to watch every minute of it.

So last night, I tuned in to watch the first entry in this year's sharkstravaganza: a documentary about one of the coolest megasharks ever, the prehistoric Megalodon. This thing was freaking huge, with teeth the size of an adult human's hand, and it is very, very extinct. Discovery's special started out with what appeared to be "found footage" of some people on a fishing boat that gets hit and sunk by something huge . . . and I immediately knew something was amiss. The "found footage" was shot the way a professional photographer shoots things, not the way a vacationer holds their video camera. There was no logical way the camera could survive the salt water for the footage to be found. The footage was alleged to have been found in April . . . but then it got so much worse: **Discovery Channel started Shark Week with a completely fake, completely made-up, completely bullshit "documentary," and they lied to their**

## THIS IS WIL WHEATON DOT NET



Hi, I'm Wil and this is my blog. Yay.

## WIL WHEATON'S AUDIOBOOKS

My books Just A Geek, Dancing Barefoot, and

# The backlash got attention.

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Environment [George Monbiot's blog](#)

## GEORGE MONBIOT'S BLOG



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## Did Discovery Channel fake the image in its giant shark documentary?

Image showing *Megalodon* swimming past U-boats off Cape Town was doctored. Come clean, or prove me wrong

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Posted by George Monbiot  
Friday 21 February 2014  
07:05 EST  
[theGuardian.com](#)  
[Jump to comments \(291\)](#)

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## TELEVISION DISCOVER ITS VIEWER

© 5 AUGUST 2013 & WILW

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So last night, I tuned in to sharkstravaganza: a doc megasharks ever, the pre freaking huge, with teeth very, very extinct. Discov to be "found footage" of: and sunk by something h was amiss. The "found fo photographer shoots th video camera. There was salt water for the footags have been found in April [Channel started Shark V made-up, completely bu](#)



CAPE TOWN, SOUTH AFRICA  
18 DECEMBER 1942  
Image purporting to show a giant shark swimming past German submarines. Photograph: Sharkzilla/Discovery Channel

The suspicion that the Discovery Channel had abandoned its professed editorial standards was a powerful one. As I mentioned in my earlier blog, its documentary claiming that the giant shark *Carcharodon megalodon* still exists contained images which gave a strong impression of being faked; reports of incidents which don't appear to have happened; and interviews with "marine biologists" no one has been able to trace.

But allegations of fakery are very hard to prove. As you know, absence of evidence doesn't mean evidence of absence. Just because no one has been able to find the news reports the *Megalodon* show claims to have found, or any record of the deaths of four people in an attack by a giant shark off South Africa last year, or any trace of the suspiciously handsome experts it used to confirm its thesis doesn't prove definitively that all of them are inventions, even though it's hard to see how they could not be.

And pointing out that a photograph the "documentary" used to make its

# The backlash got attention.



TRENDING: ZOE SALDANA | NAYA RIVERA

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### Shark Discovery Channel Proves Fake

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On Sun Megalodon disclaim the inst any wa charact continu sharks



TELEVISION

## Discovery Channel Provokes Outrage with Fake Shark Week Documentary

The popular network has found great success in airing shows that mislead and misinform

By Jacob Davidson | Aug. 07, 2013 | 49 Comments

Share Like 2.8k Tweet 263 +1 43 Share 12 Pin it Read Later

The Discovery Channel is drawing fire after airing a documentary that is closer to science fiction than science fact.

On Sunday, the network kicked off Shark Week—their annual (and immensely popular) block of programs showcasing everyone's favorite aquatic predator—with a program called *Megalodon: The Monster Shark That Lives*.

It sounds like a great premise. With a maximum length of 60 feet and teeth the size of butchers' knives, the megalodon (not pictured at right) is one of history's most fearsome predators. There's only one problem: Despite what the show's title may claim, this "monster shark" has been extinct for more than one million years.

Those watching the "documentary," however, were not burdened with such inconvenient truths. Instead, Discovery hired actors to play marine biologists on a hunt for the megalodon around the coast of South Africa. Their expedition is mounted following the release of (faked) footage showing a fishing vessel taken down by a massive sea-dwelling predator (nicknamed "submarine").

More fabricated "evidence" supporting the creature's existence is presented, including a whale whose tail has been bitten off by an unknown animal, and a Coast Guard video showing a giant, shark-like shape moving through the water.



Jeff Kurr / Discovery Channel

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## MONBIOT'S

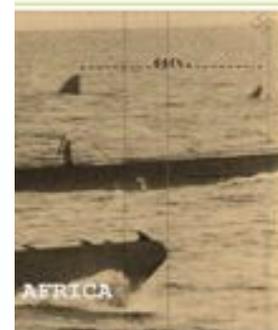
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## Discovery Channel: Did it really fake the image documentary?

Discovery Channel: Did it really fake the image documentary? Or prove me wrong

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Irving past German submarines.

Discovery Channel had abandoned its professed science. As I mentioned in my earlier article, the giant shark Carcharodon megalodon, which gave us the name "megalodon" which don't appear to have been biologists' no one has been able

to prove. As you know, absence of evidence is not evidence of absence. Just because no one has seen the megalodon show claims to be the megalodon in an attack by a group of four people in an attack by a megalodon, or any trace of the suspiciously large shark, its thesis doesn't prove definitively that it's hard to see how they

Discovery Channel used to make its

Posted by George Monbiot Friday 21 February 2014 07:05 EST theguardian.com Jump to comments (291)

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# The backlash got attention.



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## Shark Week Opens With Fake *Megalodon* Documentary

Rich Juzwisk  
Filed to: SPARK WEEK 8/5/13 10:17am

248,522 4 stars



THOUGH CERTAIN EVENTS AND CHARACTERS IN THIS FILM HAVE BEEN DRAMATIZED, SIGHTINGS OF "SUBMARINE" CONTINUE TO THIS DAY.

Above is the too-fast-to-read disclaimer that flashed onscreen during the final moments of *Megalodon: The Monster Shark Lives*, the two-hour mockumentary that opened the Discovery Channel's 26th Shark Week last night. The full text reads:

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The Discovery Channel didn't catfish people — it megalodoned them.

character  
continues  
sharks

bitten off by an unknown animal, and a Coast Guard video showing a giant, shark-like shape moving through the water.



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## Outrage with Fake

ews that mislead and misinform

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# The backlash got attention.

## GAWKER Shark Week Opens With Fake *Megalodon* Documentary

Rich Juzwisk  
Filed to: SPARK WEEK 8/8/13 10:17am



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The Discovery Channel didn't catfish people — it megalodoned them.

character continued to be bitten off by an unknown animal, and a Coast Guard cutter was also in the water.

You've selected the U.S. Edition. Would you like to make this your default edition? Yes | No

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## Discovery Channel defends dramatized shark special 'Megalodon'

By Breesanna Hare, CNN  
updated 7:37 AM EDT, Fri August 9, 2013



### Did Discovery Channel jump the shark?

#### STORY HIGHLIGHTS

- The Discovery Channel is facing criticism for a shark week special
- It explored whether the prehistoric megalodon could still exist today

(CNN) -- With all of the fake sharks flying around TV lately, some viewers wish the Discovery Channel would stick just to the facts.

On Sunday, the network kicked off its popular predator-infested extravaganza, Shark Week, with the premiere of a dramatized special that explores the existence of prehistoric sharks called megalodon.

# The backlash got attention.

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BUSTLE

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YOU NEED TO SEE HIS UNDERWEAR MODELING PHOTOS

THIS GIF WILL MAKE YOU JEALOUS

is dramatized

## WHY IS DISCOVERY CHANNEL STILL DEFENDING ITS FAKE MEGALODON SHARKUMENTARY?

DALE NEURINGER · @DALENEURINGER  
08.07.2013 · ENTERTAINMENT

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Above is the *Megalodon* Channel's:

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PHOTO GALLERY

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## Backlash spreads after Discovery airs Megalodon mockumentary to record audience

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Tyrannosaurus rex wouldn't have stood a chance against the mighty Megalodon. - on.aol.com

2014

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# Sharknado 2: The Second One



It's a bird... It's a plane... You know what it is. Look to the sky for #Sharknado2 July 30.

Reply Retweet Favorite Pocket Buffer More



"Sharknado 2" is coming, and there's nothing you can do to stop it. Get your chainsaws ready [cnet.co/1xSMQEX](http://cnet.co/1xSMQEX)

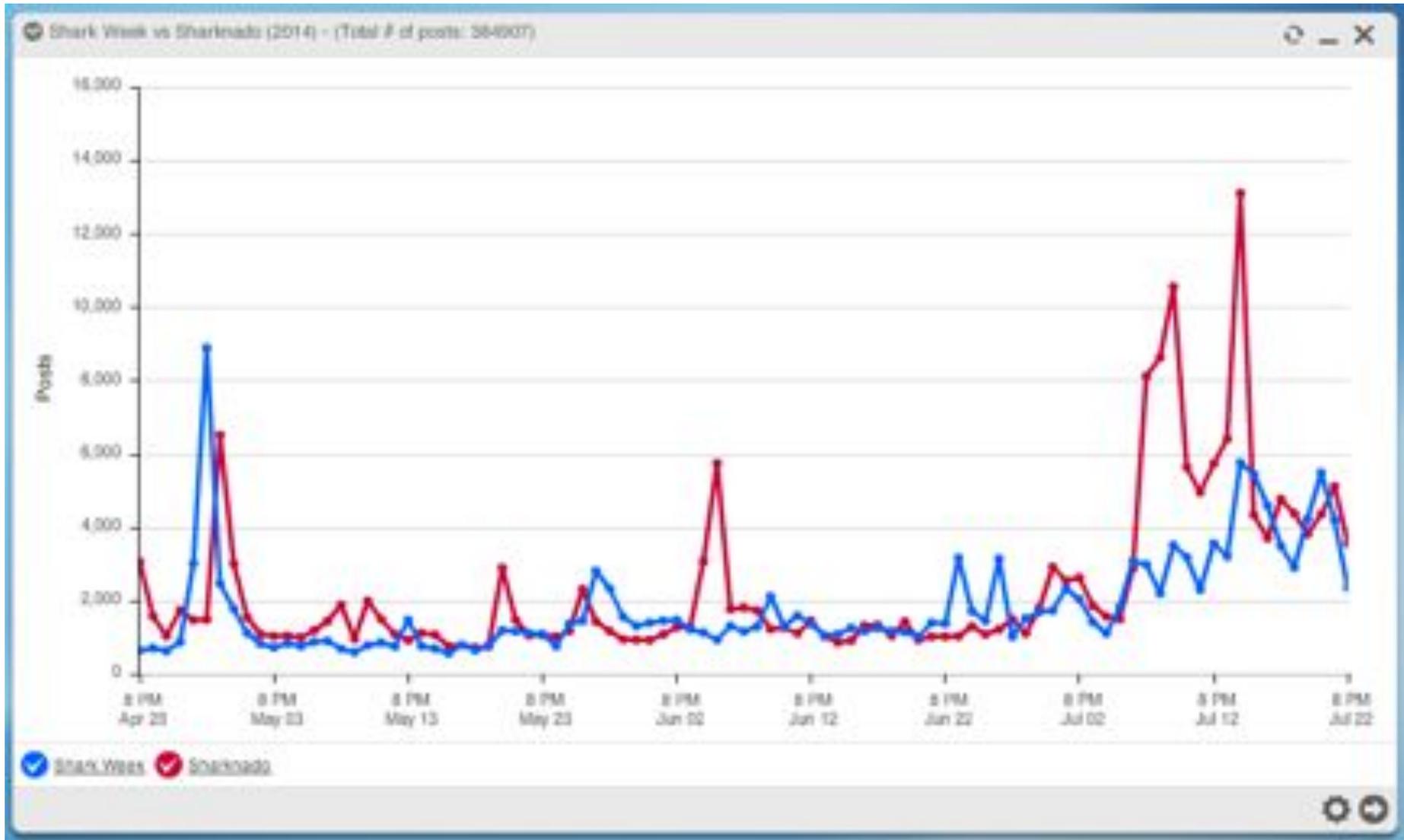
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The "Sharknado 2" trailer looks as awesomely bad as you would expect [ti.me/1qnzOWM](http://ti.me/1qnzOWM)



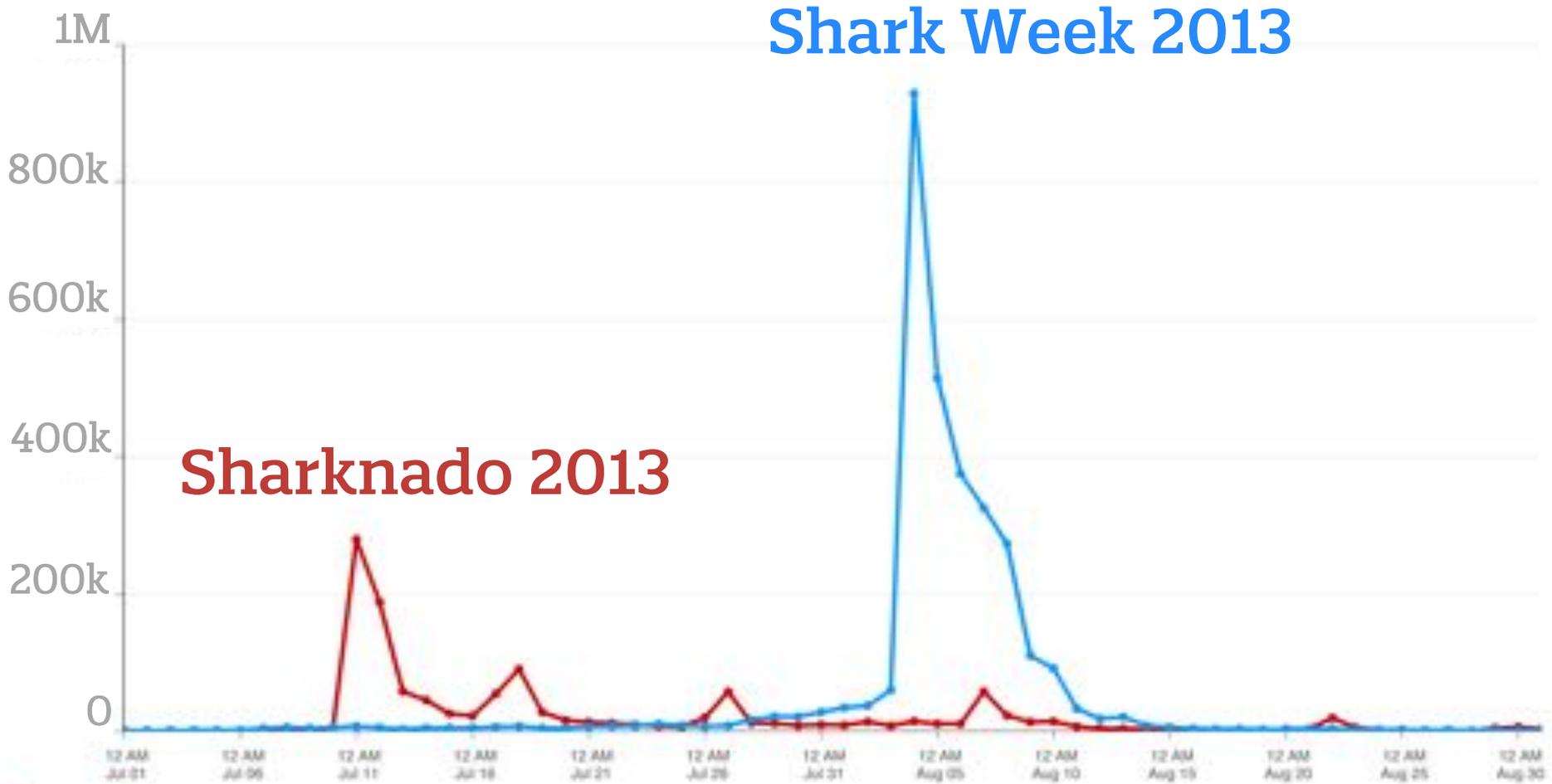
# Sharknado vs. Shark Week

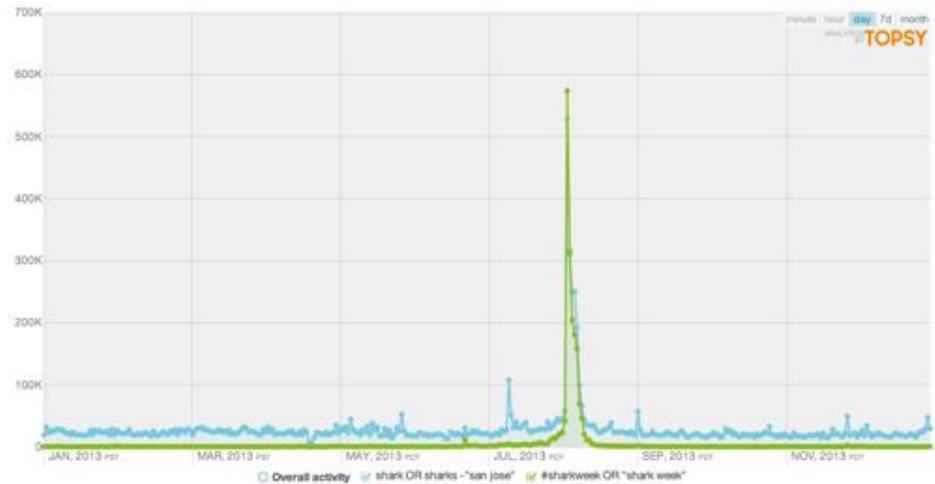
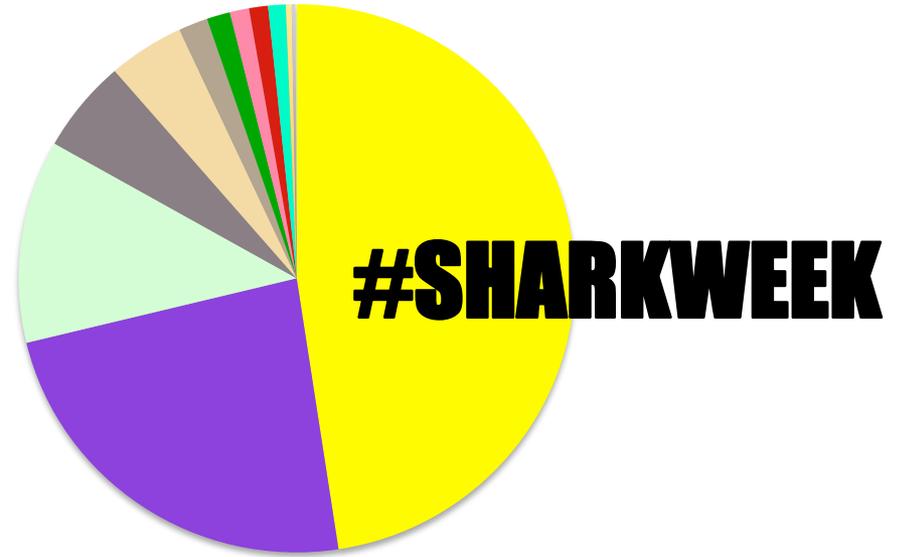


(last 90 days)



# Last year...





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SHARK WEEK	Sunday (9/10)	Monday (9/11)	Tuesday (9/12)	Wednesday (9/13)	Thursday (9/14)	Friday (9/15)	Saturday (9/16)
8 PM 7 Central	★ AIR JAWS: FIN OF FURY						
9 PM 8 Central	SHARK OF DARKNESS: WRATH OF SUBMARINE	★ JAWS STRIKES BACK	★ ALIEN SHARKS: RETURN TO THE ABYSS	ZOMBIE SHARKS ???	I ESCAPED JAWS 2		
10 PM 9 Central		★ MONSTER HAMMERHEAD	LAIR OF THE MEGA SHARK	★ SPAWN OF JAWS 2	★ SHARK-AGEDDON ???	MEGALODON: THE NEW EVIDENCE !	★ GREAT WHITE MATRIX
11 PM 10 Central	SHARK AFTER DARK	SHARK AFTER DARK	SHARK AFTER DARK	SHARK AFTER DARK	SHARK AFTER DARK	SHARK AFTER DARK	SHARK AFTER DARK



= TERROR



= SAVE/SCIENCE

???

= UNCLEAR



= FAKE

(projected content based on show descriptions)



= UPWELL RECOMMENDATION

(tweet hard!)

# #SHARKWEEK

#KINGOFSUMMER

#SAVESHARKS

#SHARKFACT

Pay attention to show-specific hashtags!

(these are the ones we know about)

#SHARKAFTERDARK (Sun – Sat) | @joshwolfcomedy

#JAWSSTRIKESBACK (M, Jaws Strikes Back)

#SHARKAGEDDON (Th, Sharkageddon)



Save Sharks During Shark Week Toolkit

[bit.ly/sharkweektoolkit14](http://bit.ly/sharkweektoolkit14)

Learn from & amplify top shark influencers

[upwell.us/shark-week-twitter-influencers](http://upwell.us/shark-week-twitter-influencers)

twitter-influencers

Built with love by



## On Twitter

1. Monitor
2. Respond to celebration with celebration.
3. Be online when Shark Week is on air.
4. Echo your colleagues and amplify other campaigns.
5. Reward your superfollowers.

## On Facebook

1. Share and cross pollinate
2. Ask your fans to like and share.
3. Nothing beats a visual except a visual with some text.
4. Respond to feedback.

[www.upwell.us/sharkweek-social-media-how-hack-it](http://www.upwell.us/sharkweek-social-media-how-hack-it)



@SharkWeek  
@TeamOcean  
@Sharkinar

To whom it may concern:

Please permit \_\_\_\_\_ to work under flexible hours for the week of August 11 - 15 (Shark Week). \_\_\_\_\_ will need to watch and livetweet shows like *Sharkageddon*, *Monster Hammerhead*, and *Shark of Darkness: Submarine Returns* and will thus need to come in late the following morning.

<http://bit.ly/SWletter>

I understand the challenges of balancing work and productivity, but I can assure you that this is for an important cause. \_\_\_\_\_ is a key player on Team Ocean, an affiliation that the US State Department recognizes as a "hardass group of folks."<sup>1</sup> Shark Week represents the largest global community event<sup>2</sup> for Team Ocean and an opportunity to educate, inspire, and connect directly with ocean lovers around the world. In order to make Shark Week a success and ensure science and conservation have a voice, we need the support of all Team Ocean.

By the way, as an ocean lover, I hope you'll be watching Shark Week too! You should consider supporting \_\_\_\_\_ in their Shark Week festivities by joining in with a viewing party, diving into the online conversation, or just sharing information about sharks with your family and friends. We should strive to live every week as if it were Shark Week!



# Shark Week Super Tweeters



**Men's Humor** ✓ @MensHumor  
Humor Tailored for Men. Submit:  
Contact@menshumor.com FB:  
<http://facebook.com/menshumor> Shop:  
<http://www.menshumor.com/shop>



**The Average Shark** @TheAverageShark  
Swim swim lurk (Created by @Zilliamson & @D\_fman)



**World Wildlife Fund** ✓ @World\_Wildlife  
WWF works to build a future in which human needs are met in harmony with nature. Follow World Wildlife Fund - U.S. and share your love of all things wild.



**Shark Week** ✓ @SharkWeek  
#KingOfSummer since '87! By tweeting  
@SharkWeek #SharkWeek or #SharkAfterDark you  
consent to letting @Discovery use your Tweet on TV.

*Hungry for more?*

See <http://bit.ly/sharktweeters> for the full list.



# Shark Saving Influencers



**David Shiffman** @WhySharksMatter

I am a marine biologist studying shark conservation and a blogger. I support science-based management and sustainable fishing, and do not support direct action.



**Alisa Schwartz** @divefinatic

Scuba diver-outspoken marine conservationist w/shark focus. No Blue = No Green. Total Ocean Devotion! Follow @sharkangels @JoeRomeiro @epicdiving #savesharks



**Project AWARE** @projectaware

Protecting the Ocean Planet, One Dive at a Time



**Oceana** ✓ @Oceana

Working hard to protect our oceans. Fighting against offshore oil & destructive fishing. Fighting for clean energy, sharks, & turtles.

*Hungry for more?*

See <http://bit.ly/sharktweeters> for the full list.



# Other tips from last year (from you!)

This is taxing. Gatorade, time zones, sleep in.

Engage with Discovery, politely

Be proactive with the media. Call, email, tweet reporters.

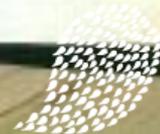
Use humor → get followers → share science → win

Ask for what you want

Have content prepared for anticipated conversations



What's your  
#sharkweek  
challenge?





<http://bit.ly/sharkweektoolkit14>

WHAT GOES IN OUR  
TOOLBOX?

What next?



An aerial photograph of a dark, turbulent ocean with white-capped waves. The water is a deep, dark blue-green, and the white foam of the waves is prominent, especially in the lower right quadrant. The overall scene conveys a sense of power and movement.

The ocean is our client.



# Next steps

- #sharkinar
- Notes: [bit.ly/sharkinar14notes](http://bit.ly/sharkinar14notes)
- Follow: [bit.ly/sharkinar14list](http://bit.ly/sharkinar14list)
- Will send recording & slides after.
- Look for our toolkit, and suggest resources to [tips@upwell.us](mailto:tips@upwell.us)
- Subscribe to the Tide Report

