



#SHARKINAR

July 24, 2014

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

Housekeeping

Livetweet: #sharkinar

Follow: bit.ly/sharkinar14list

Notes: bit.ly/sharkinar14notes

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

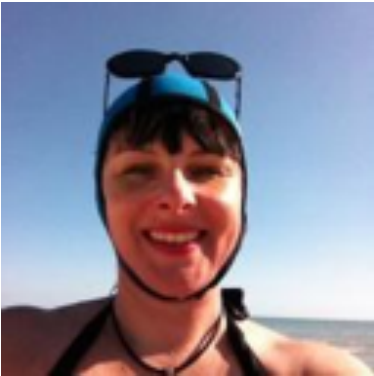
You tell us: What can we amplify?



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



Ecology
Action
Centre



PAPA BOIS CONSERVATION
TRINIDAD AND TOBAGO



CALIFORNIA
ACADEMY OF
SCIENCES



CONSERVATION
INTERNATIONAL



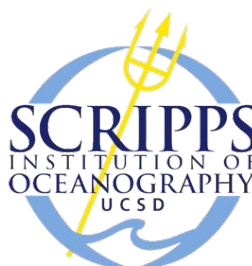
THE
PEW
CHARITABLE TRUSTS



NATIONAL MARINE
SANCTUARIES



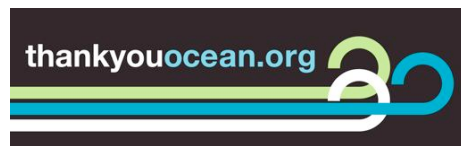
Sailors for the Sea



The Ocean Project



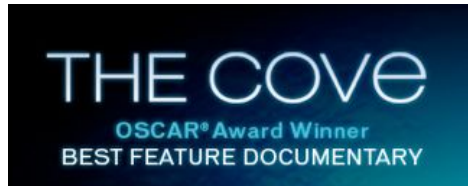
Ocean Conservancy



SEYMOUR MARINE DISCOVERY CENTER
AT LONG MARINE LABORATORY
INSTITUTE OF MARINE SCIENCES
UNIVERSITY OF CALIFORNIA, SANTA CRUZ



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



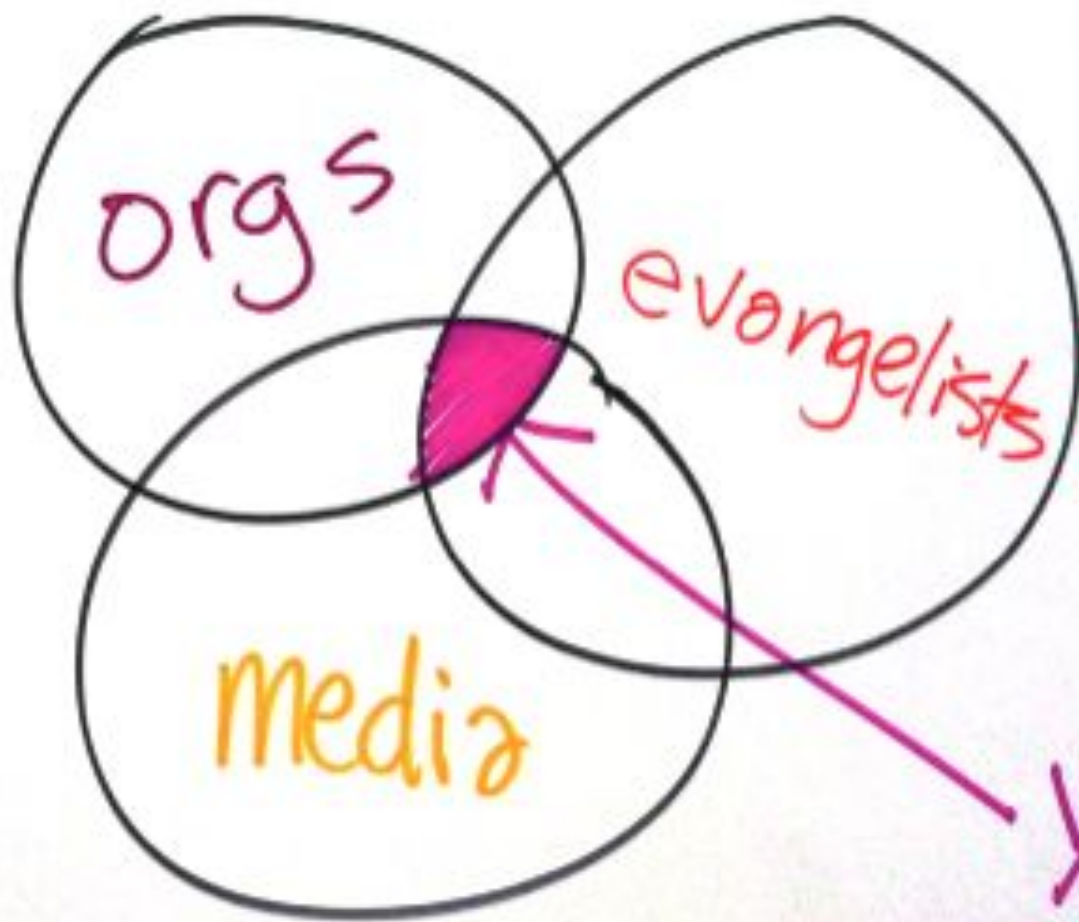
uOttawa



Union of
Concerned
Scientists

Citizens and Scientists for Environmental Solutions





YAY.



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







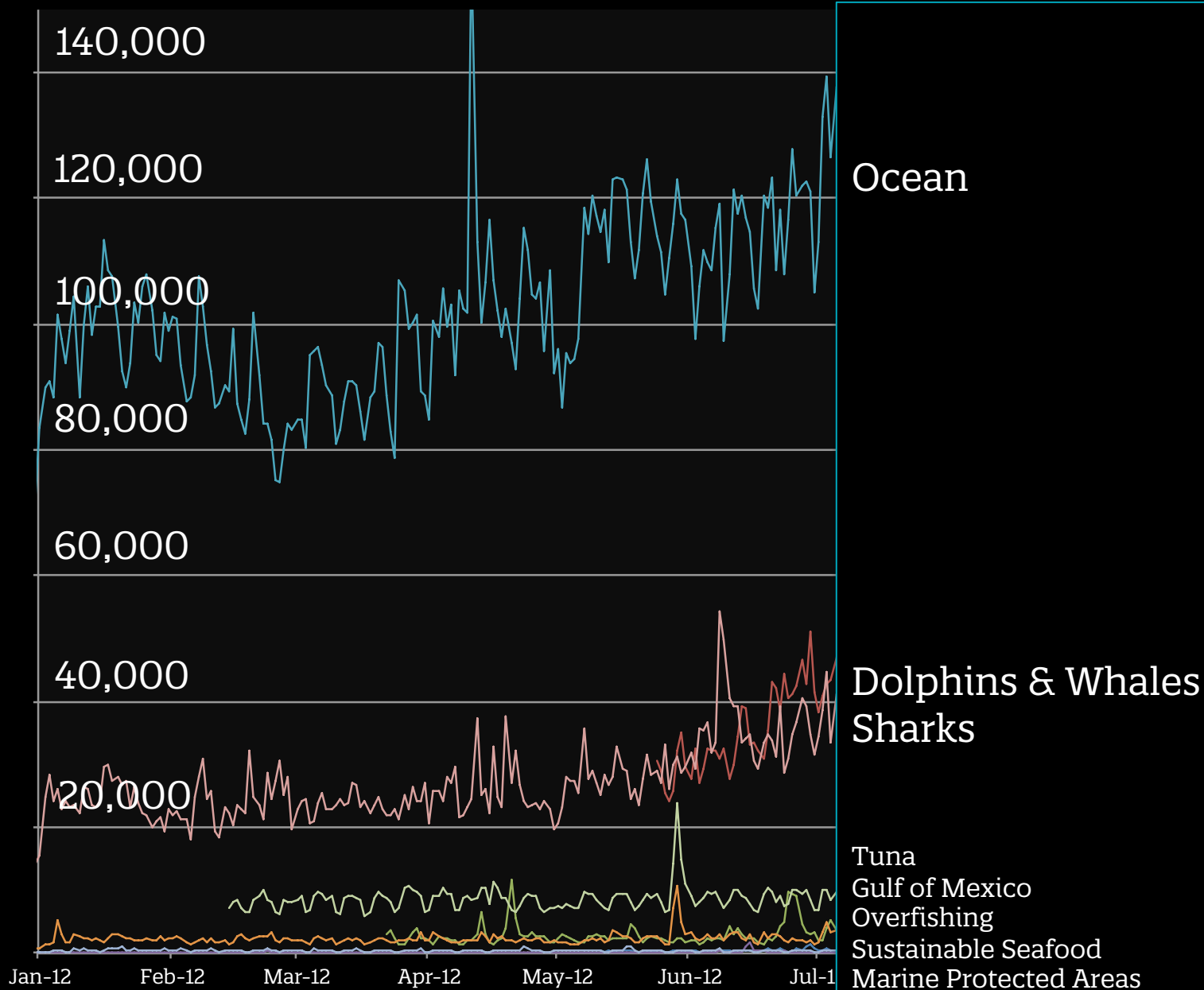
social mention =
mini article



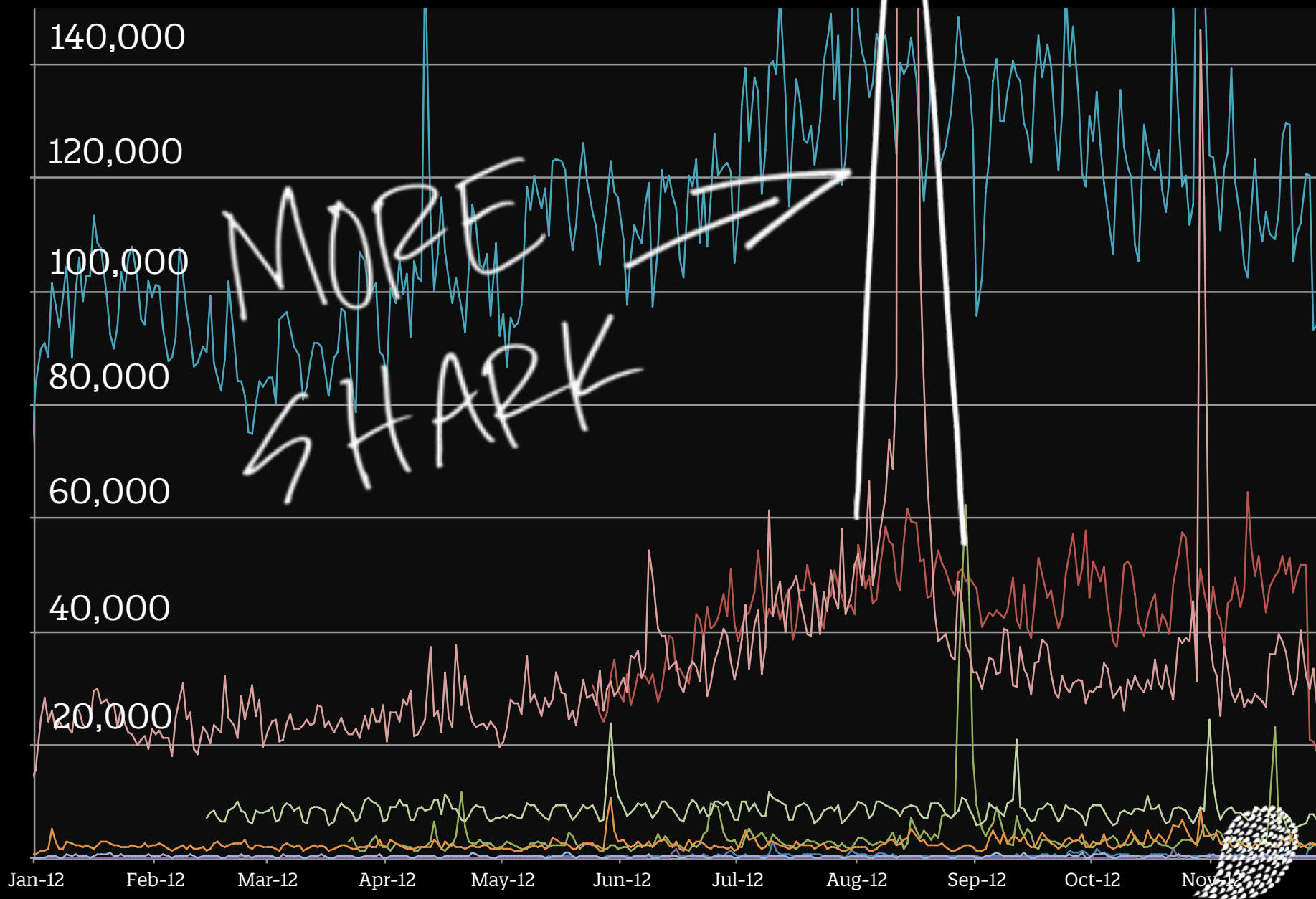


Should I go
surf today?





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



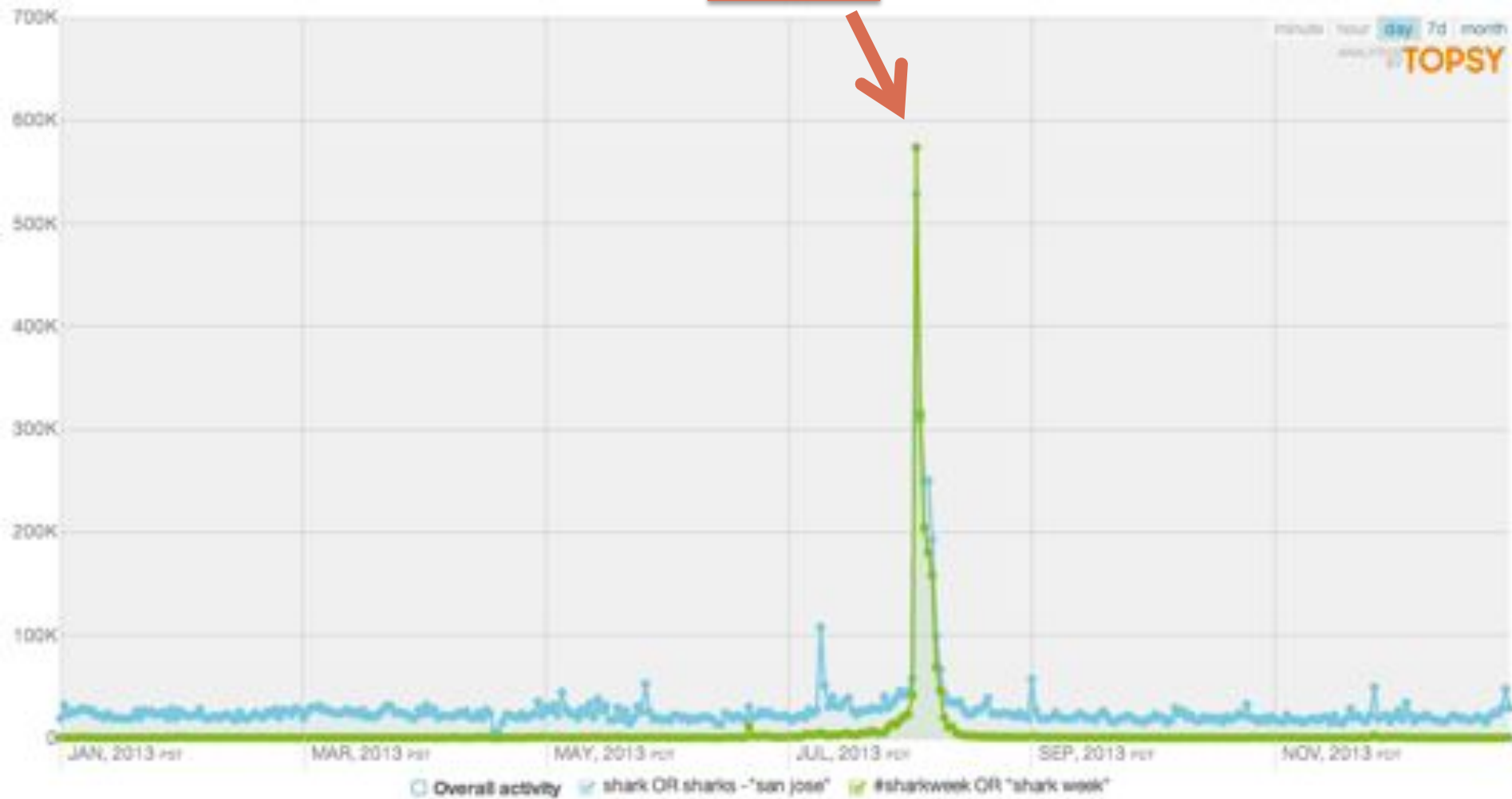
What is this “Shark Week”?



- 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



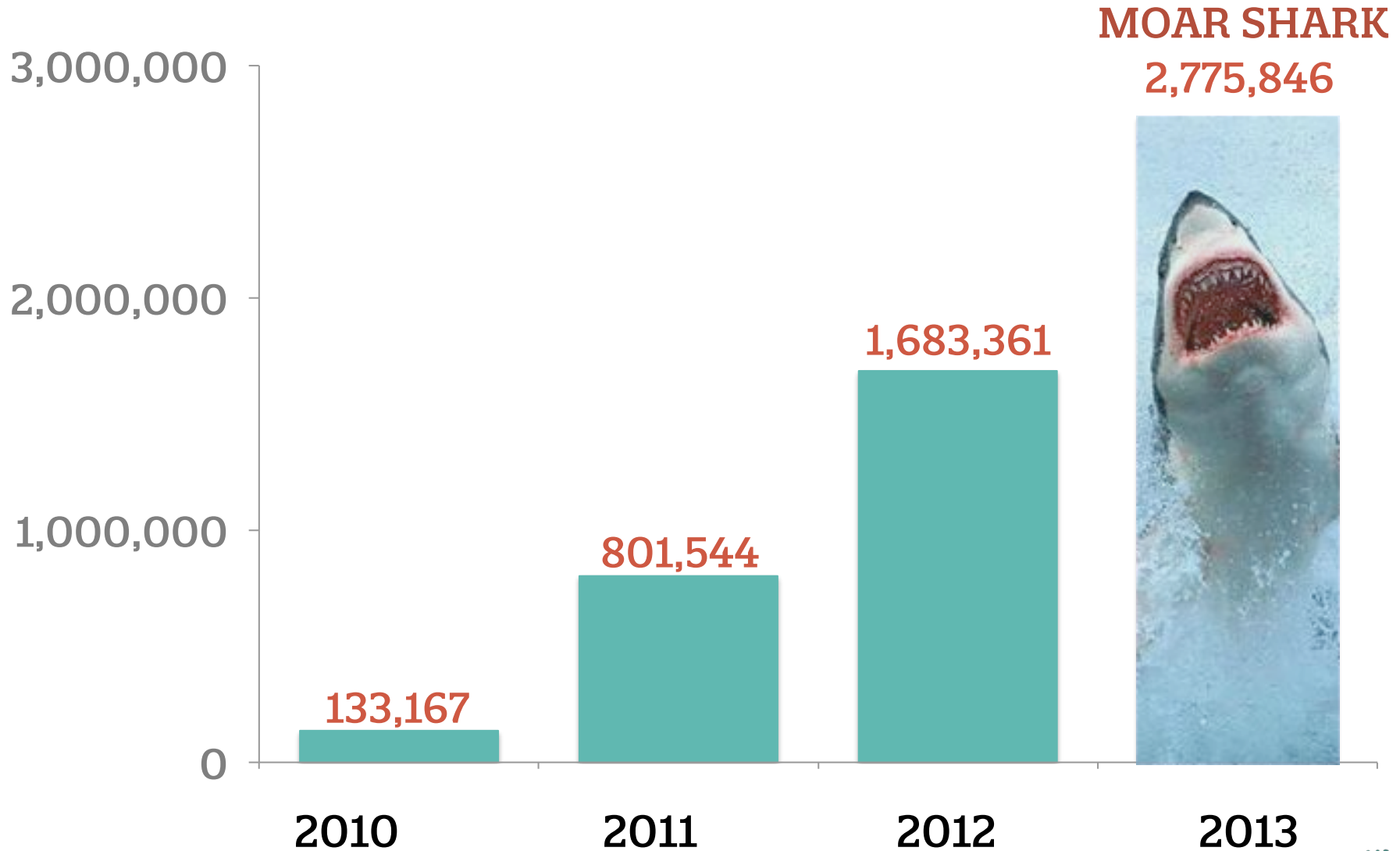
Shark Week is big



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*

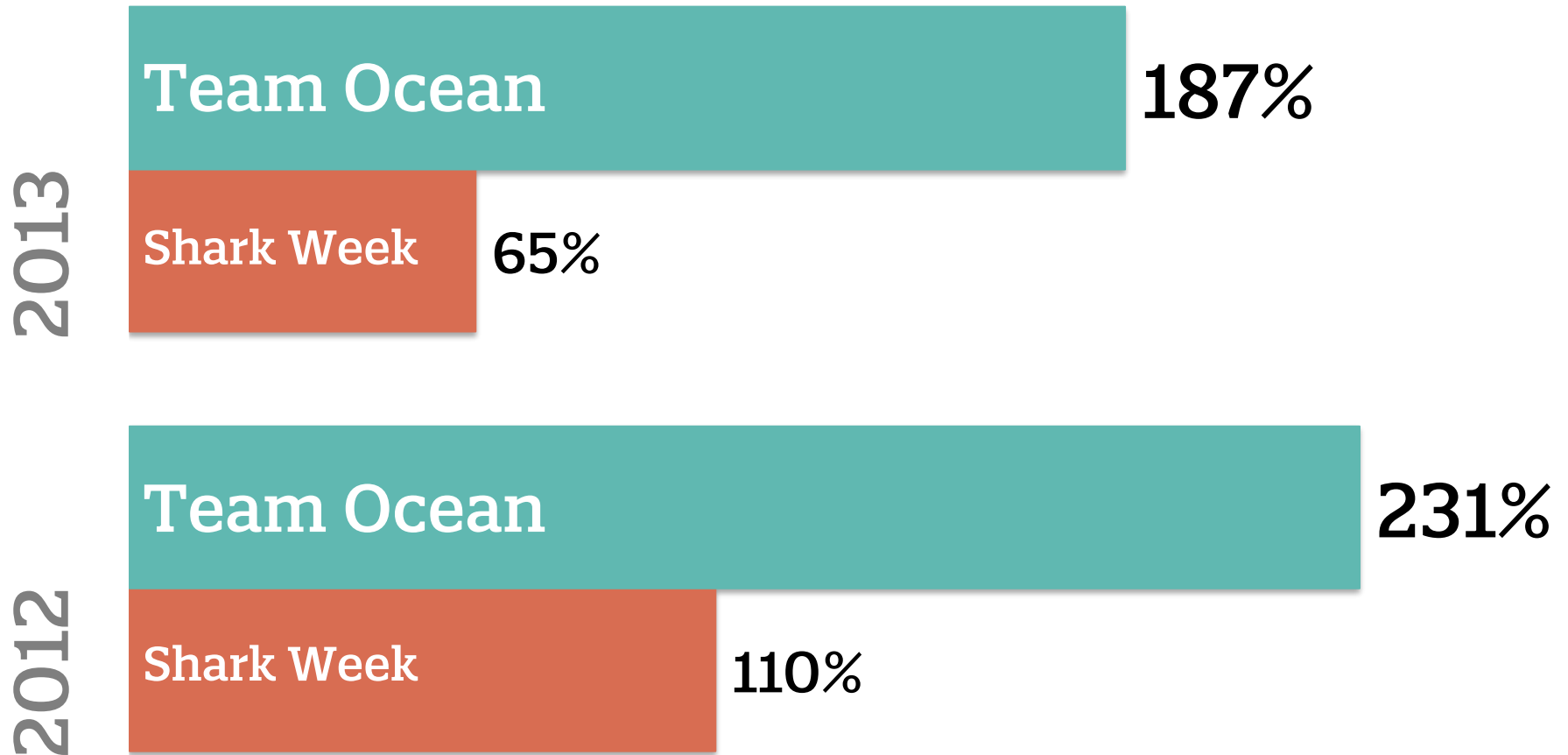
**public posts only*



This is a fan conversation.



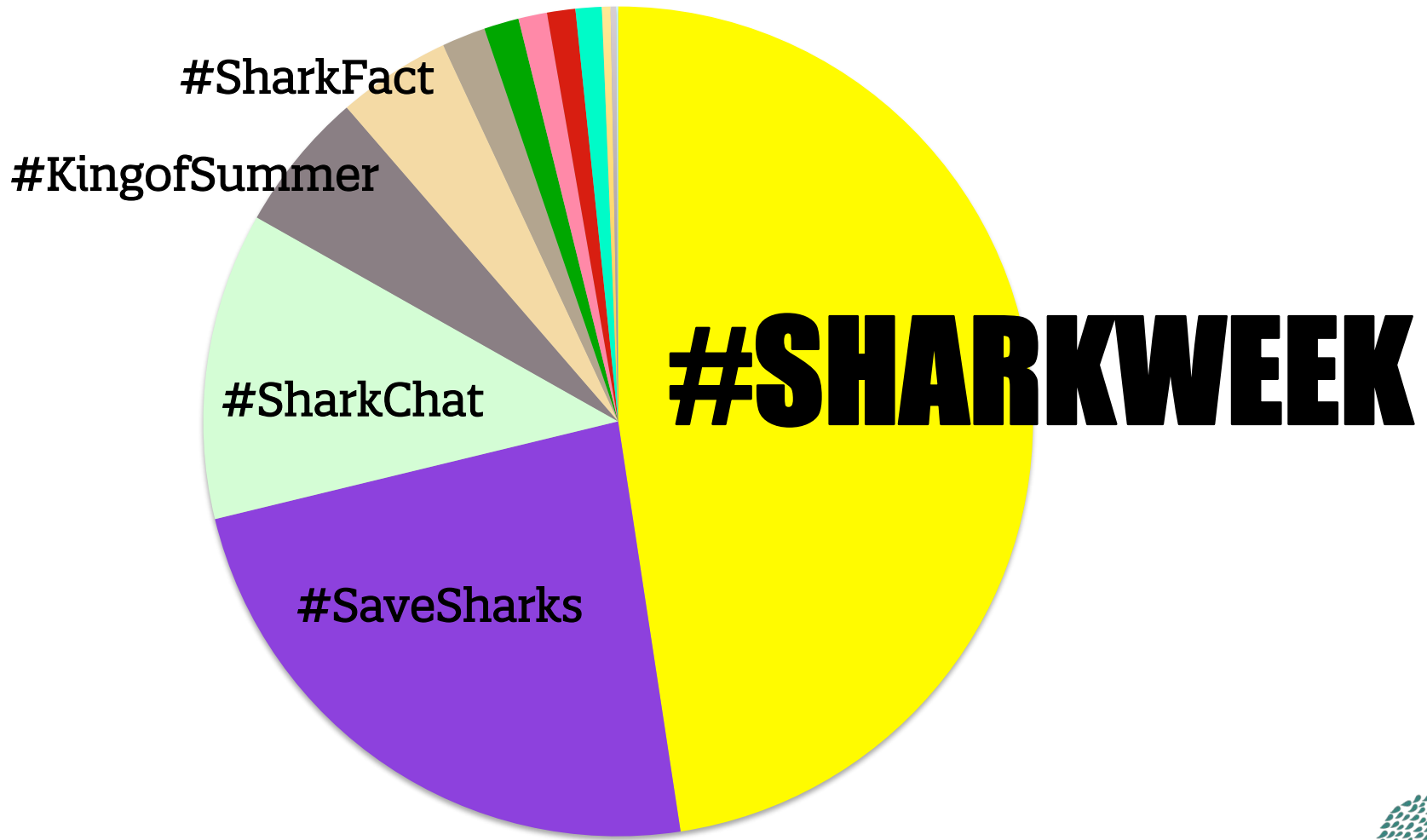
Team Ocean grew 2-3 times faster than Shark Week



Year-over-year growth in social mentions

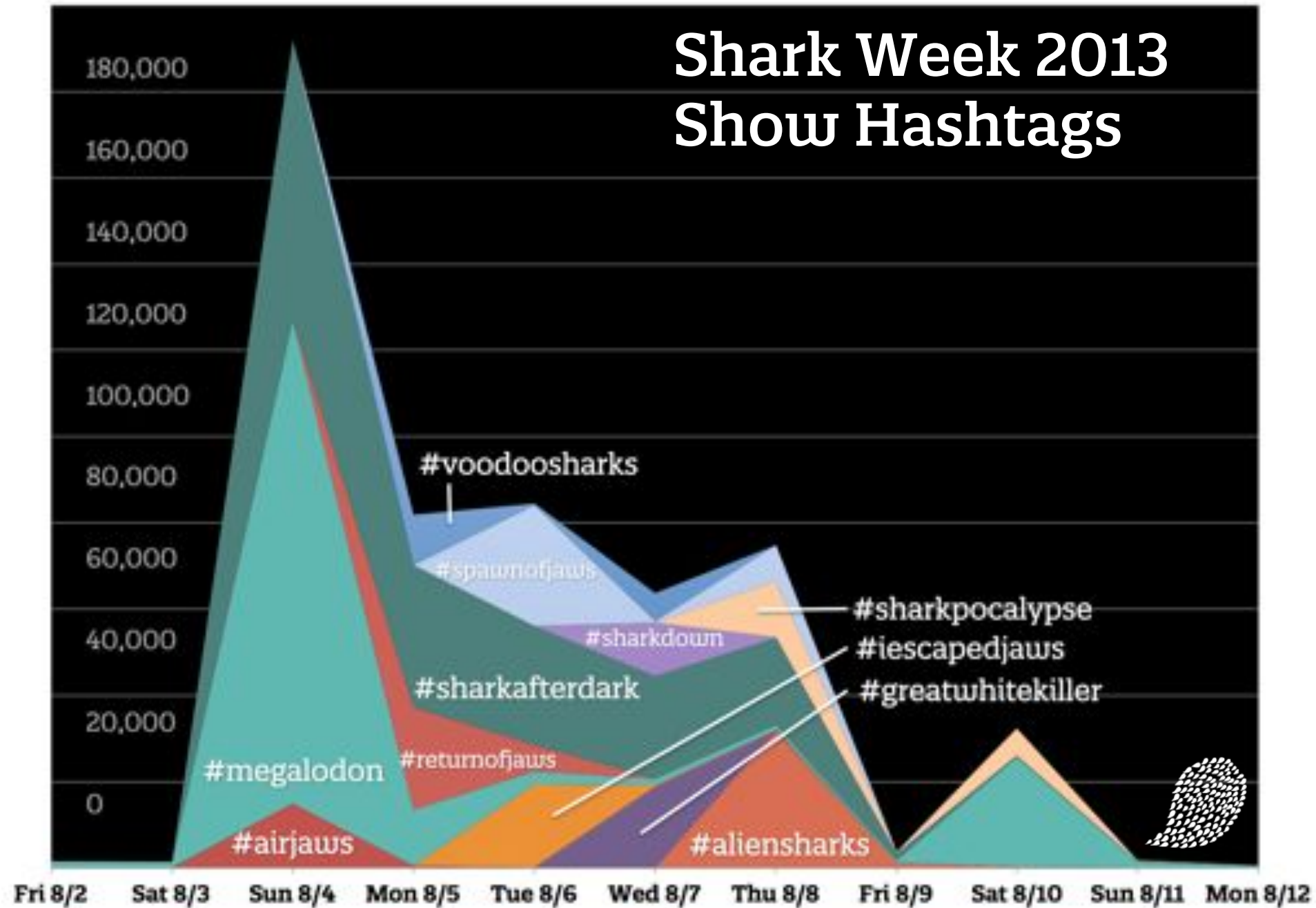


Which Shark Week Hashtag is the Most Popular?*

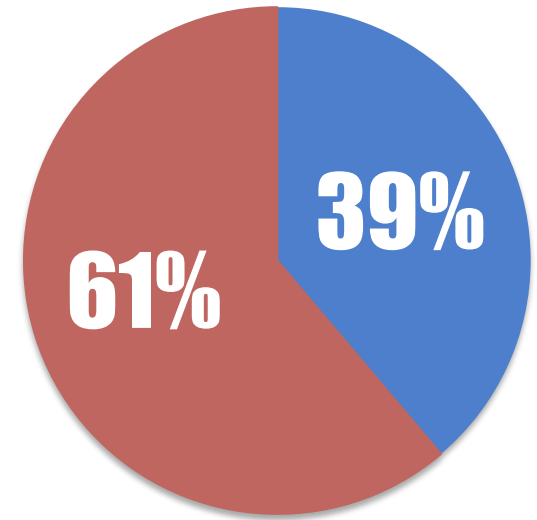
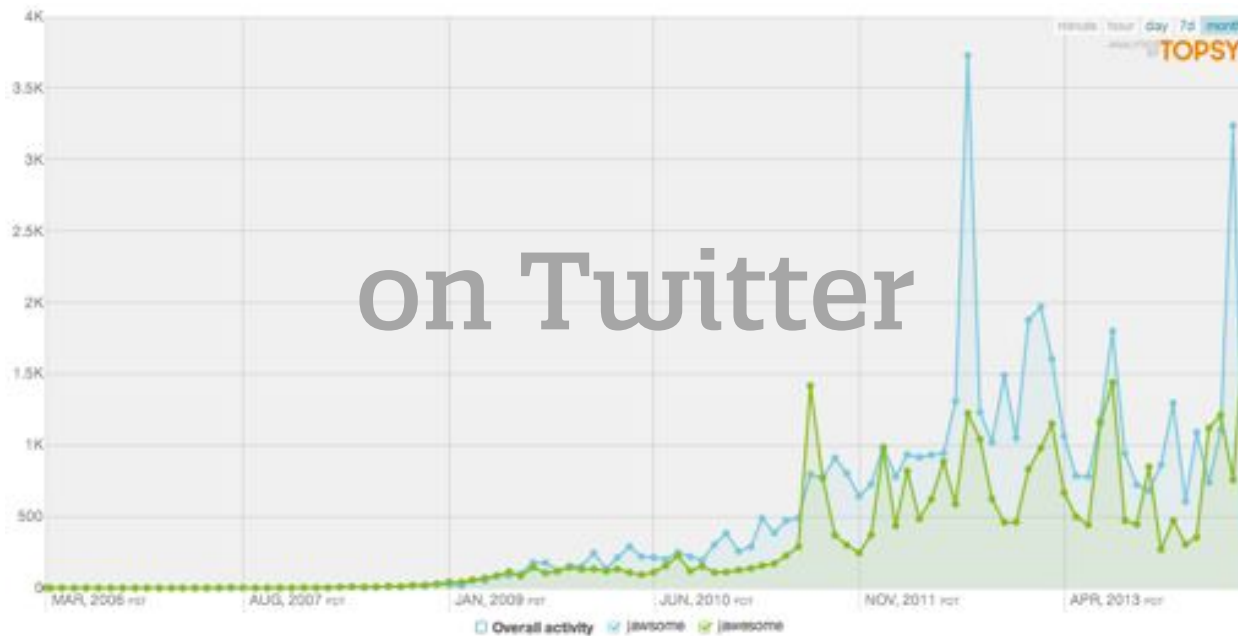


* Last 30 days

Shark Week 2013 Show Hashtags

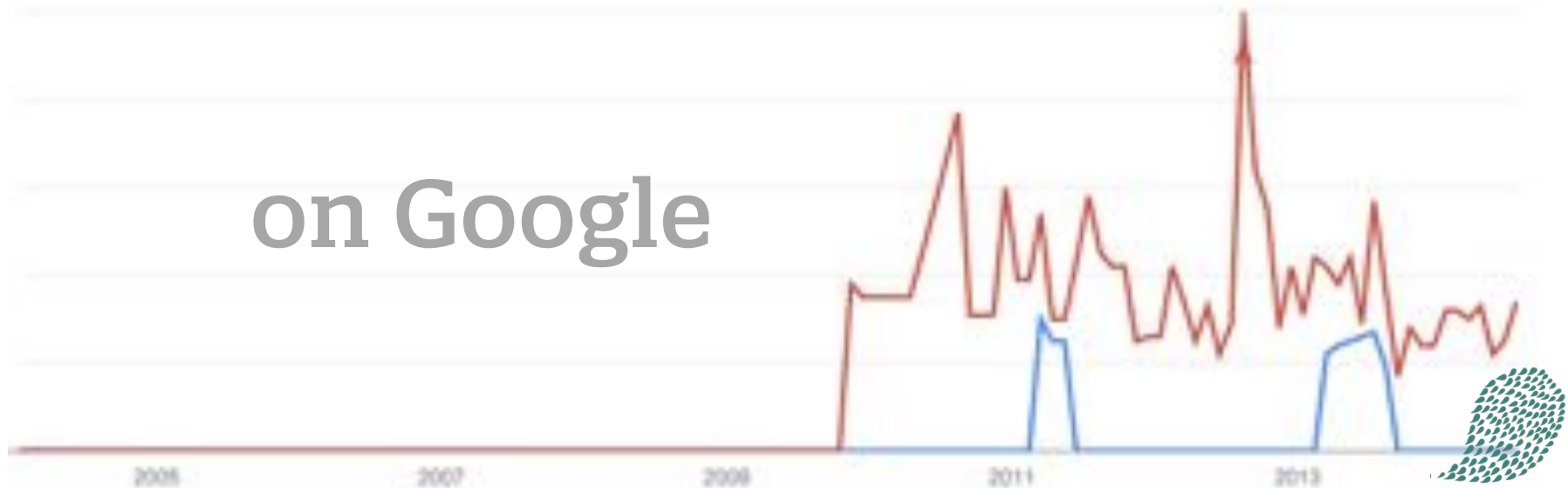


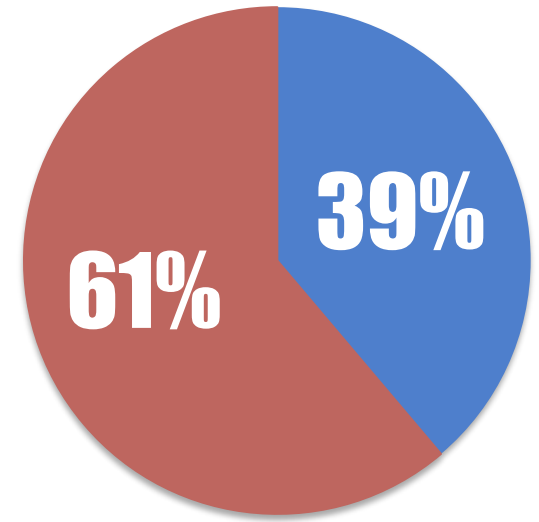
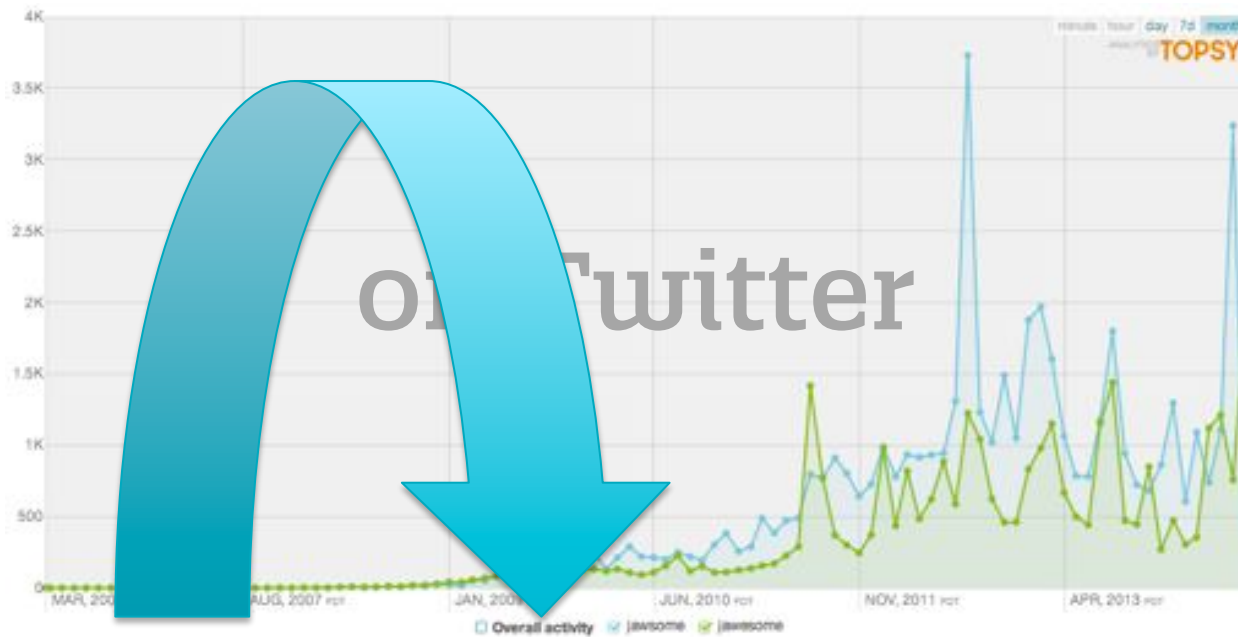
on Twitter



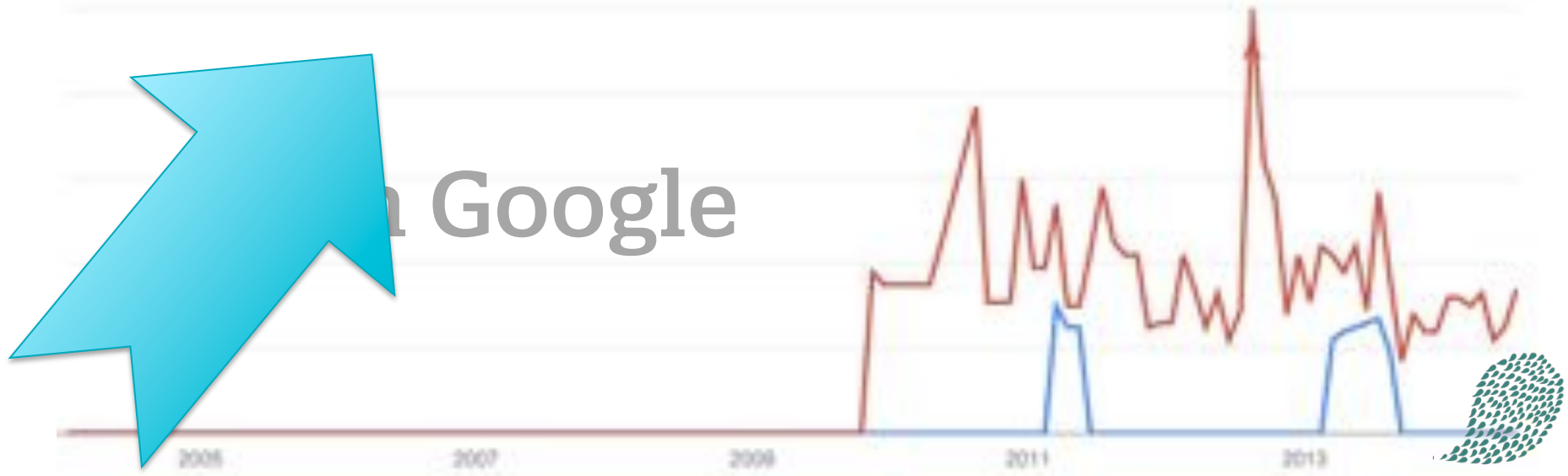
JAWSOME or JAWESOME ?

on Google

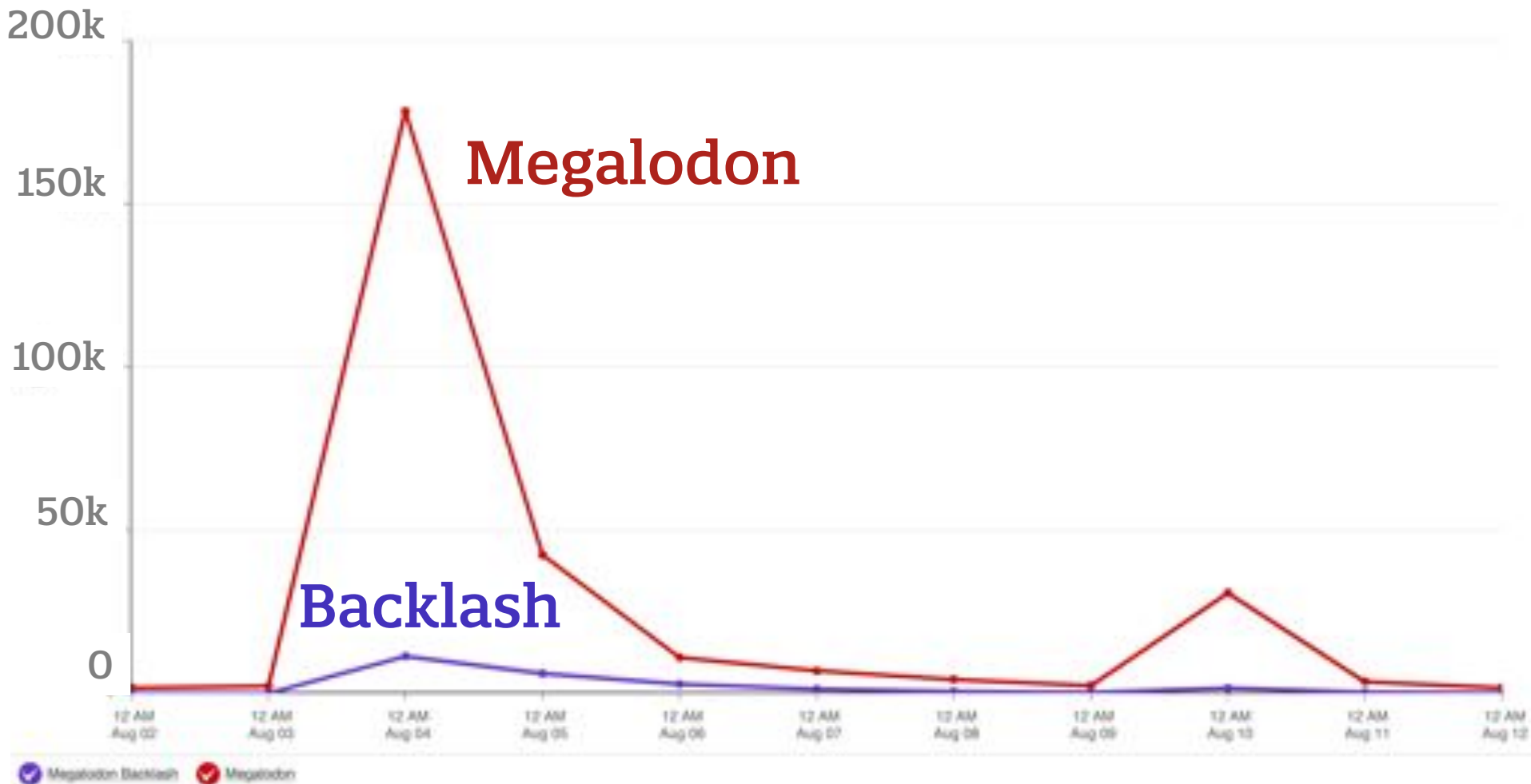




JAWSOME or JAWESOME ?



Shark Week did a bad thing last year.



The backlash got attention.



TOP STORIES

BREAKING
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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PHOTO GALLERIES

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



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.



TOP STORIES

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TELEVISION

DISCOVER ITS VIEWER

© 5 AUGUST 2013 & WFLW

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

the guardian

News US World Sports Comment Culture Business Money Environment Science

Environment George Monbiot's blog

GEORGE MONBIOT'S BLOG



Previous

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Next

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](#)
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Article history

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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

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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 in 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 seawe-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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sming past U-boats off Cape
l, or prove me wrong

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Posted by
George Monbiot
Friday 21 February 2014
07:05 EST
theguardian.com
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though it's hard to see how they

he "documentary" used to make its

The backlash got attention.

GAWKER

Search

Shark Week Opens With Fake *Megalodon* Documentary

Rich Juzewski

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

248,922

4

★

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:

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 might be.

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

PHOTO GALLERIES

character continue sharks

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Jeff Kurr / Discovery Channel

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GAWKER

Shark Week Opens With Fake *Megalodon* Documentary

Rich Juzewski

Filed to: SHARK WEEK 8/5/13 10:17am

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 *Megalodon: The Monster Shark Lives*, the two-hour mockumentary that opens 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 boat is

water.

PHOTO GALLERIES

News US World Sports Comment Culture Business Money Environment Science

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

SET EDITION: U.S. INTERNATIONAL MEXICO ARABIC

TV: CNN CNN CNN en Español HDN

CNN Entertainment

Home TV & Video U.S. World Politics Justice Entertainment Tech Health Living

Discovery Channel defends dramatized shark special 'Megalodon'

By Breesanna Hare, CNN

updated 7:37 AM EDT, Fri August 9, 2013

Click to play

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 megalodons.

The backlash got attention.

The image is a collage of web pages related to the controversy over a Discovery Channel documentary about Megalodon sharks.

Top Section: A navigation bar for "The Guardian" with links for News, US, World, Sports, Comment, Culture, Business, Money, Environment, and Science. Below this is a banner for "BUSTLE" with the text "You've selected the U.S. Edition. Would you like to make this your default edition? Yes | No".

Left Sidebar: A vertical list of categories including "TRENDING", "TOP", and "GET". It also features a "PHOTO GALLERY" link at the bottom.

Main Content Area:

- Entertainment Weekly:** A red banner with the word "entertainment" and sub-links for Entertainment, Tech, Health, and Living. Below it, a headline reads "Is dramatized".
- Discovery Channel Article:** A headline asks "WHY IS DISCOVERY CHANNEL STILL DEFENDING ITS FAKE MEGALODON SHARKUMENTARY?". The author is DALE NEURINGER (@DALENEURINGER), dated 08.07.2013, from ENTERTAINMENT. Social media sharing buttons for Twitter, Facebook, and Pinterest are visible.
- Shark Image:** A large image of a shark leaping out of the water.
- Video Player:** A video player showing a shark swimming underwater.

Right Sidebar: A vertical list of categories including "TRENDING", "TOP", and "GET". It also features a "PHOTO GALLERY" link at the bottom.

The backlash got attention.

The image displays a collage of web pages related to the backlash against the Discovery Channel's Megalodon mockumentary. The central focus is an article from **entertainment** (part of the Examiner network) titled "Backlash spreads after Discovery airs Megalodon mockumentary to record audience". The article is by Dale Neuringer, dated 08.07.2013, and is categorized under Arts & Entertainment > Celebrity. The article's main image shows a large Megalodon shark swimming, with a Tyrannosaurus Rex superimposed on top of it, and a large pink play button icon in the center. A caption at the bottom reads: "Tyrannosaurus rex wouldn't have stood a chance against the mighty Megalodon. - on.aol.com".

Other visible elements include:

- A **BUSTLE** article snippet titled "MEET HEROIN BOB'S SON" featuring a photo of a man and a woman.
- A sidebar on the left with a "TOP" section listing various topics and a "GET" section with a link to "The Discov".
- A **examiner.com** header with navigation links for NEWS, ENTERTAINMENT, and FASHION.
- A **entertainment** header with navigation links for News, US, World, Sports, Comment, Culture, Business, Money, Environment, and Science.
- A **Shark Week** banner at the top of the article.
- A **Discovery Channel** logo on the left side of the article.
- A **Shark Week** banner at the bottom of the article.
- A **Shark Week** banner at the bottom of the article.



Sharknado 2: The Second One



Sharknado
@SharknadoSyfy



Follow

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



CNET
@CNET



Follow

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

Reply Retweet Favorite Pocket Buffer More



TIME.com
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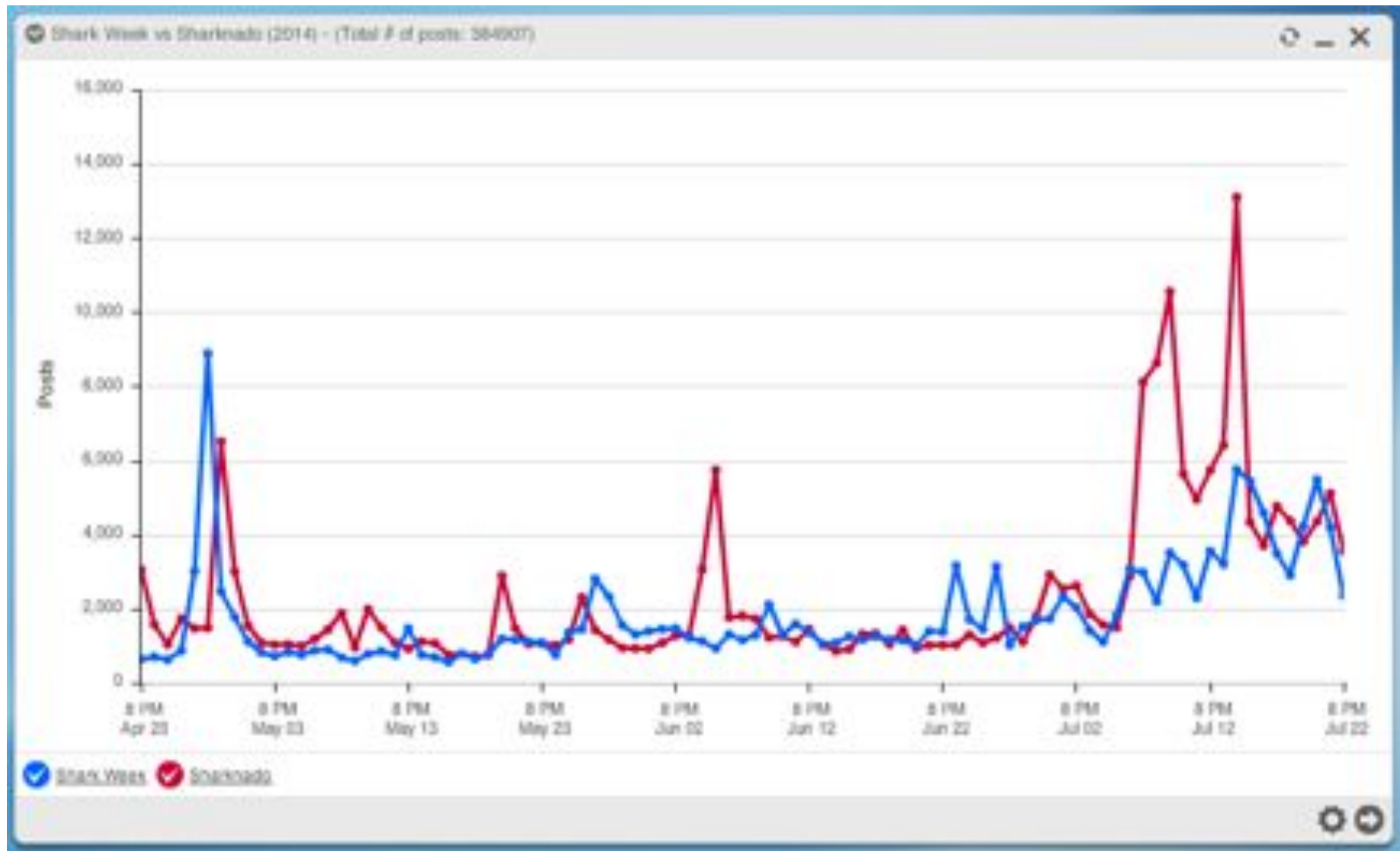


Follow

The "Sharknado 2" trailer looks as awesomely bad as you would expect
ti.me/1qnzOWM



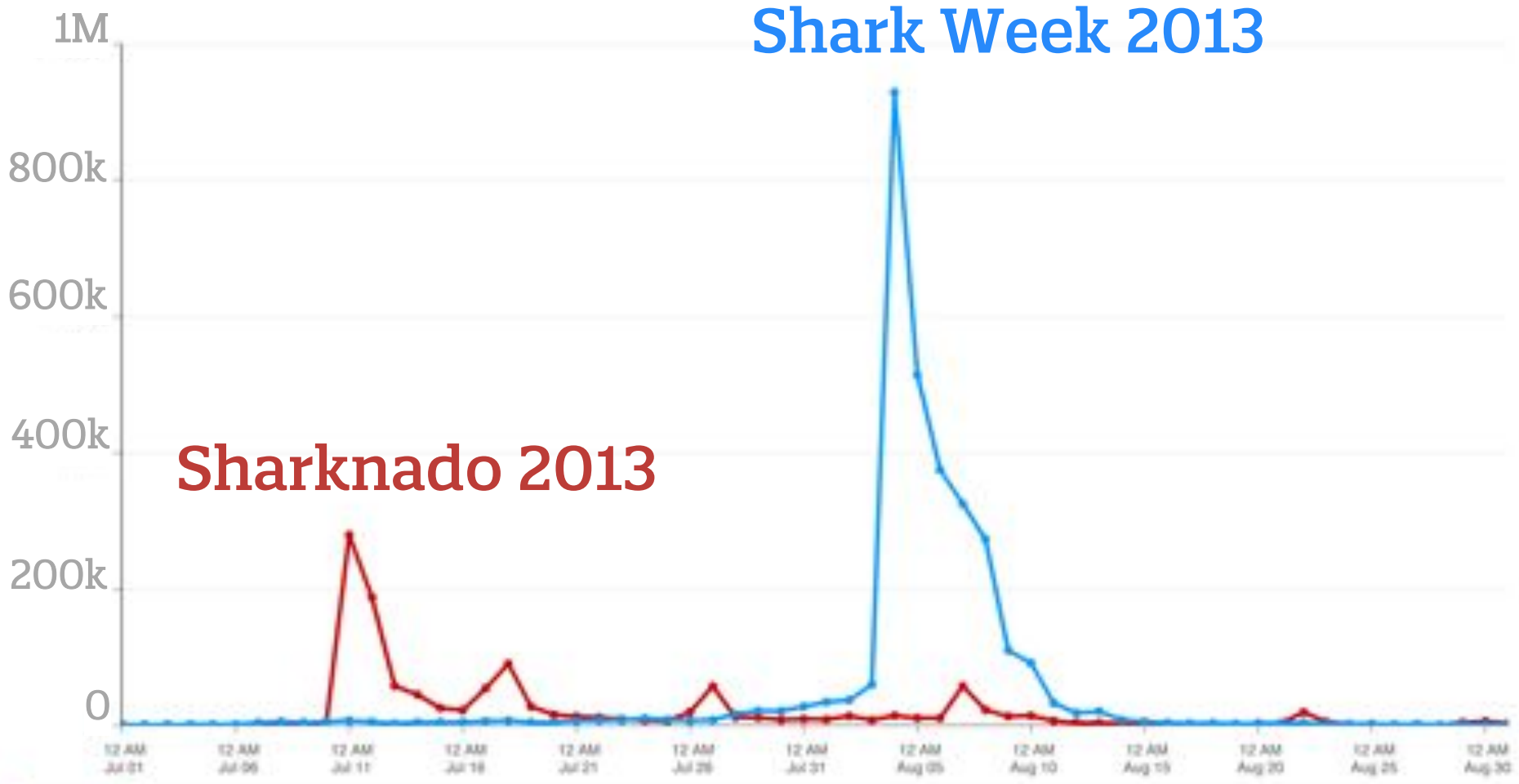
Sharknado vs. Shark Week

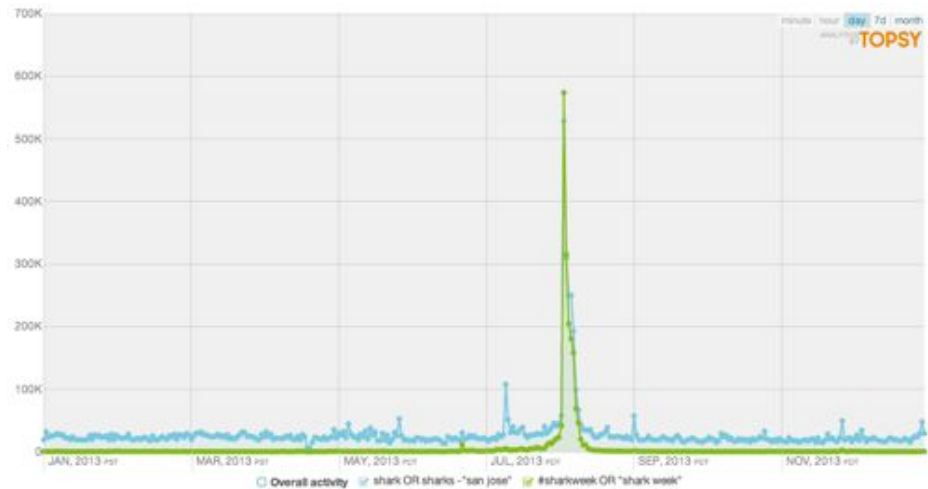
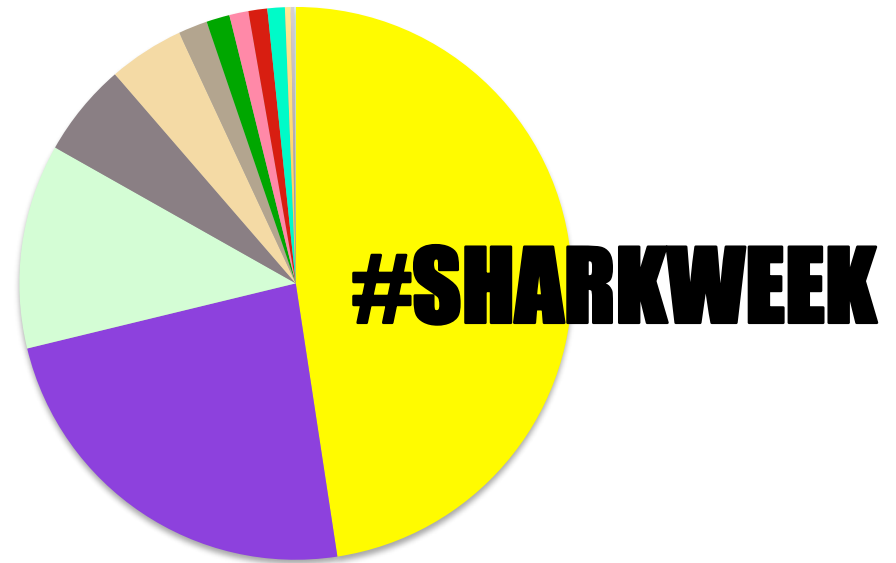


(last 90 days)



Last year...





Follow and
Tweet!



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



= UPWELL RECOMMENDATION

(tweet hard!)

(projected content based on show descriptions)

#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

Learn from & amplify
top shark influencers

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

twitter-influencers

Built with love by

Upwell

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



#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 other changes may impact office 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."¹ Shark Week represents the largest global community event² 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?





The ocean is our client.



Next steps

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

