

FISHERY IMPROVEMENT PROJECTS

Communications Guide



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FISHERYPROGRESS.ORG

Overview

Every day, fishery improvement projects (FIPs) are using FisheryProgress to communicate their objectives, activities, and progress on the ground. But we know that FIPs are communicating beyond the site every day to engage stakeholders, make progress on their workplans, and achieve their objectives.

FisheryProgress developed the following toolkit to help you better communicate about your FIPs and reporting on FisheryProgress to your most important audiences, including businesses that source from you and those that will help support your FIP's improvements. It includes best practices for the common communication channels you may be using, as well as messages and guidance on how to communicate about FisheryProgress. We hope that you will use the toolkit to help your audiences understand the value of the information they'll find on FisheryProgress.

The toolkit includes the following materials and resources:

- p. **03** **Guidance for communicating about FisheryProgress**, including talking points, how to use them, boilerplate language about the site, and answers to common questions about the site
- p. **07** **Resources for press outreach about your FIP**, including best practices, how to refer to FisheryProgress, and template press releases
- p. **10** **Resources for communicating about your FIP on social media**, including best practices, how to tag FisheryProgress, and template posts you can use to post about your FIP
- p. **14** **More information about FisheryProgress**



If you have any questions about FisheryProgress or the toolkit, please email contact@fisheryprogress.org.

Communicating about FisheryProgress

We encourage FIPs listed on the site to talk with their stakeholders about FisheryProgress, and share about their efforts and progress. The following section provides information you can use to talk about the site with audiences you're engaging.

Talking Points About FisheryProgress

When communicating with audiences that are not familiar with the site, you can use the following talking points to provide a quick overview:

- FisheryProgress is a one-stop shop for reliable information about FIP progress, including a rigorous review process to ensure FIP data is accurate.
- FisheryProgress now has 95% of global FIPs reporting on the site, with more joining each month.
- More than 2,000 companies and NGOs from around the world are using FisheryProgress for consistent, trustworthy information to make decisions about whether FIPs meet their sustainable seafood commitments.
- FisheryProgress makes it possible for FIPs of any size or scope to share their progress with potential buyers, so the buyers can make informed sourcing choices.

These messages are not intended to be a script – you may tailor them as useful to your communication and to make them specific to your FIP. **The best way to do this is to share examples and anecdotes from your work, such as where you've seen signs of progress, which stakeholders are engaging in your project, and what workplan actions you're focusing on currently.**

FisheryProgress' [“Telling Your FIP's Success Story”](#) toolkit can help – you can access it and accompanying materials here. You can see examples of how other FIPs have told their progress stories in the FIP Success Storybank.



Indonesia Deepwater Groundfish FIP

Other Communication Content About FisheryProgress

Below is standard language about FisheryProgress that you may use in your written communications, such as on your website, in a newsletter or a donor report, or on a one-pager. We've included a suggested place to link to your FIP's profile page.



FisheryProgress is a one-stop shop for information on the progress of global fishery improvement projects. The platform makes tracking fishery improvement project progress easier, providing companies throughout the seafood supply chain with consistent, trustworthy information to make decisions about whether FIPs meet their sustainable seafood commitments.

As the number of FIPs around the world has grown, companies throughout the seafood supply chain need consistent, trustworthy information to make decisions about whether FIPs meet their sustainable seafood commitments. FisheryProgress was launched in October 2016 to solve this issue. The website gives a range of information about global FIPs from a snapshot of progress and opportunities to get involved to detailed evidence for improvements.

Visit **[FIP NAME's]** profile here: **[LINK TO FISHERYPROGRESS PROFILE]**



Download Word versions of the written communication content here:

<http://bit.ly/FIPCommunicationsGuide>

FisheryProgress Logo Usage

FISHERYPROGRESS.ORG

✓ Do

FIPs may use the FisheryProgress logo below when talking about their status as a FIP listed on the site.

✗ Don't

FIPs are not a certification or rating, and therefore should not use the FisheryProgress logo on a product to indicate any sort of guarantee of sustainability or claim of traceability.



Download the FisheryProgress logo and other communications tools here: <http://bit.ly/FIPCommunicationsGuide>



Answers to Common Questions

Below are suggested responses to common questions you may receive about FIPs, FisheryProgress, or other related topics.

What is a fishery improvement project?

- A fishery improvement project is a multistakeholder effort to address environmental challenges in a fishery.
- Some FIPs are also working to improve the social responsibility of the fishery.
- These projects utilize the power of the private sector to incentivize positive changes toward sustainability in the fishery and seek to make these changes endure through policy change.
- FIPs bring together multiple participants – including businesses throughout the supply chain, nonprofit organizations, and governmental representatives – to drive change in the fishery.

What is the difference between basic and comprehensive FIPs?

- The primary differences between basic and comprehensive FIPs are the level of scoping to inform development of the workplan, the objectives, and the verification required.
- Basic FIPs are a good entry point for fisheries to begin addressing specific environmental challenges to improve their performance against the Marine Stewardship Council (MSC) Fisheries Standard. Basic FIPs complete a needs assessment to understand the challenges in the fishery.
- Comprehensive FIPs aim to address all of the fishery's environmental challenges necessary to achieve a level of performance consistent with an unconditional pass of the MSC Fisheries Standard. Comprehensive FIPs engage a party experienced with applying the MSC standard to complete an MSC pre-assessment to understand the challenges in the fishery and must have independent, in-person audits of progress against the MSC standard every three years.

Is a FIP “sustainable?”

- All FIPs are taking steps to address environmental or social challenges in the fishery and improve the sustainability of their seafood products. The goal is that these improvements will lead to a more sustainable fishery.



Answers to Common Questions Continued

What is a progress rating?

- FIP Progress Ratings, developed by the Sustainable Fisheries Partnership, use time benchmarks to quickly understand the rate at which a fishery is improving. Each progress rating is associated with an alphabetic rating from A (advanced progress) to E (negligible progress).

How is data on FisheryProgress verified?

- FisheryProgress staff conduct an initial review of information when a FIP requests to be included in the site to confirm that the FIP meets the Conservation Alliance's Guidelines for Supporting Fishery Improvement Projects.
- FisheryProgress staff review each FIP's progress reports once a year to ensure the information is accurate. All claims of progress on the website are backed up by evidence that is publically available on FisheryProgress.

How do I source from your FIP?

- If you are interested in buying product from our FIP, you can contact the FIP lead or participants directly, or find the suppliers through the FishChoice.com recommendation engine.



Find information to respond to other questions in [FisheryProgress' Resource](#) section.

Press Outreach

Media coverage can be a great way to reach new audiences. When you need to engage stakeholders, generate funding, or advocate for policy changes, press can lend credibility to your work. This section includes suggested best practices for press outreach, as well as information about how to talk about FisheryProgress in the press.

Best Practices for Press Outreach

Below are some best practices for engaging the media about your FIP.

- Find a hook that makes your story newsworthy. People read the news to learn, to understand, and to formulate opinions, so brand-new information, simple explanations for complex issues, and controversial points of view tend to get the attention of the press. To find a hook, consider why your story matters right now – such as its relevance to a piece of legislation being introduced or passed, or an improvement that you helped contribute to.
- Simplify your messaging. Try to avoid using industry jargon or complex terminology that might confuse a reporter or a reader. If you can't avoid it, be sure to offer explanations or definitions so that your topic is accessible to someone less familiar with your work.
- Make sure you're engaging the most relevant reporters. Before you start reaching out to reporters, take some time to learn more about who will be the right fit for you. Consider the outlets that are most likely to be interested in your story (e.g., local outlets, trade press) and the type of reporter (e.g., breaking news, science, food). Then, look for reporters who have covered stories like yours in the past to add to your outreach list.
- Give enough advance notice for reporters to act. For example, if your organization is releasing a report or update on a certain date, begin pitching reporters at least a week beforehand. Remember that they are busy, often overwhelmed, so the more time you can give them to consider your story, the better. It's OK to follow up once or twice, as reporters get tons of emails, so it's likely they may not see your first pitch.

Referring to FisheryProgress

FIPs are welcome to reference FisheryProgress in their press outreach efforts. No approval is needed for general references to FisheryProgress, such as noting that the FIP has a profile on the site with additional information. For some outlets, adding a brief overview of the site is useful – we encourage FIPs to use the following language:



“FisheryProgress.org, the one-stop shop for reliable information about FIP progress.”

FIPs interested in including a quote from or drafting a joint release with FisheryProgress may contact FisheryProgress (contact@fisheryprogress.org) to discuss. FisheryProgress requests approval of the final draft of any releases that include quotes.



Template Press Releases

Below are two template press releases that may be useful as FIPs prepare to launch or announce achieving a progress milestone. If you use the templates, remember to tailor them with details about your FIP and quotes from relevant stakeholders.

“ Release Template 1

[COMPANY] launches initiative to improve **[SPECIES]** fishery sustainability

The **[COUNTRY]**-based seafood company **[COMPANY]** and partner organizations today announced the launch of **[FIP NAME]** – a project aimed at improving the sustainability of **[LOCATION’s SPECIES]** fishery.

“QUOTE FROM COMPANY.”

A fishery improvement project (FIP) brings stakeholders like industry, government, and conservation advocates together to address environmental challenges in a fishery. Participants in the FIP NAME project include **[PARTNER1, PARTNER2, and PARTNER3]**. The project is focused on addressing issues like **[PRIORITY1]** and **[PRIORITY2]**, which threaten the fishery’s long-term viability.

“QUOTE FROM FIP PARTICIPANT.”

The **[FIP NAME FIP]** has developed a plan to reach its objectives by YEAR. It reports progress toward those objectives on FisheryProgress, an online platform used by more than 95% of FIPs worldwide to make fishery improvement project progress tracking efficient, consistent, and reliable for businesses supporting or interested in supporting FIPs. Detailed information about the **[FIP NAME]**’s objectives, partners, and progress is available at **[LINK TO FISHERYPROGRESS PROFILE]**.

“We’re committed to transparency, so we’re reporting our progress on FisheryProgress – the one-stop shop for information on the progress of global FIPs,” said **[STAKEHOLDER TITLE NAME]**.

Visit **[FIP NAME’s]** profile here: **[LINK TO FISHERYPROGRESS PROFILE]**



Release Template 2

[COMPANY] announces sustainability improvement in **SPECIES** fishery

The **[COUNTRY]**-based seafood company **[COMPANY]** and partner organizations today announced the completion of work to address **[PRIORITY]**, a significant improvement in the sustainability of **[LOCATION's SPECIES]** fishery.

“QUOTE FROM COMPANY ON THE PROGRESS.”

A fishery improvement project (FIP) brings stakeholders like industry, government, and conservation advocates together to address environmental challenges in a fishery. Participants in the **[FIP NAME]** project include **[PARTNER1, PARTNER2, and PARTNER3]**.

To address **[PRIORITY]**, the FIP implemented a series of changes over time, including **[ACTION1, ACTION2, and ACTION3]**. As a result, the FIP has documented **[CHANGE IN KEY INDICATOR]**.

“QUOTE FROM FIP PARTICIPANT OR STAKEHOLDER.”

The **[FIP NAME FIP]** plans to complete work on all its objectives by **[YEAR]**. It reports progress toward those objectives on FisheryProgress, an online platform used by more than 95% of FIPs worldwide to make fishery improvement project progress tracking efficient, consistent, and reliable for businesses supporting or interested in supporting FIPs. Detailed information about the **[FIP NAME FIP's]** objectives, partners, and progress is available at **[LINK TO FISHERYPROGRESS PROFILE]**.

“We’re committed to transparency, so we’re reporting our progress on FisheryProgress – the one-stop shop for information on the progress of global FIPs,” said **[STAKEHOLDER TITLE NAME]**.



Download Word versions of the press release templates here:
<http://bit.ly/FIPCommunicationsGuide>



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Social Media

Social media is one of the best ways to connect with a wide audience, understand and track the issues you care about, and build a platform for your issue. But it's important to be strategic about what you share. Below are some best practices to keep in mind, information about how to engage with FisheryProgress on social media, and suggested social media captions for specific FIP milestones.

Best Practices for Social Media

Below are some best practices for engaging the media about your FIP.

- **Understand who follows you.**

Review your follower list to see what kinds of accounts are following you, and review recent posts to see who is engaging most. Then, determine if your audience includes the organizations or people you most want to reach. If not, consider how you might attract the followers you want – for example, make sure you follow their accounts, like and share their content, and tag them in your posts when relevant.

- **Keep it short.**

Social media users tend to scroll, and long posts often get overlooked or filtered out by the sites' algorithms. Streamline your content as much as possible, and include a link to your FisheryProgress profile or a visual with more information if needed.

- **Use visuals whenever possible.**

Infographics are particularly helpful for conveying data or other complex information, and they often get higher engagement because people click to view the whole image. Free programs like Canva.com can make it easy for anyone to create simple yet engaging graphics. The most important thing to remember about visuals is they should be easy to read. For example, red text on a bright green background or text on top of a photo is hard to read and should be avoided.

- **Incorporate a call to action to encourage a follower to engage.**






Examples include: sign up for our newsletter, follow our progress on FisheryProgress.org, read more about [topic] at [website], comment on this post (usually in response to a question or poll), share this post, participate in a campaign using [hashtag], donate, volunteer, etc.

- **Include hashtags to further your reach, especially on Twitter and Instagram.**

Try to use hashtags that have been used by other people so that your content will appear in searches associated with the hashtag. Instagram tells you how many times a hashtag has been used, and it also tells you which of your followers also follow that hashtag. Choosing popular hashtags that your followers engage with can help ensure they see your content regularly. Another helpful hashtag tip is to capitalize the first letter of each word in your hashtag to make it easier to read. For example, #FisheryProgress or #SustainableSeafood.

Engaging with FishChoice on Social Media

FisheryProgress updates and information are regularly posted on FishChoice's social media channels. We encourage FIPs listed on FisheryProgress to "like" or "follow" our accounts to keep up to date, and to tag us or share content with us whenever relevant. You can find us on the following platforms:

Platform	Link	How to Tag Us
 Facebook	www.facebook.com/FishChoice	@FishChoice
 Twitter	www.twitter.com/FishChoice	@FishChoice
 LinkedIn	www.linkedin.com/company/fishchoice	FishChoice
 Instagram	www.instagram.com/FishChoiceinc	@fishchoiceinc
 YouTube	http://bit.ly/FisheryProgressYouTube	Fishery Progress

MDPI Tuna FIP

Template Social Media Post Text and Graphics

Below are some template social media posts you can use to share some common updates about your FIP on social media. While these template posts can be used on any channel, consider options for tailoring them to the specific channel. For example, on Twitter consider integrating a hashtag or on Instagram make sure you have a compelling photo to share.

New FIP Profile Posted Text



[FIP NAME] just launched a profile on FisheryProgress. Learn more about the FIP's objectives, participants, workplan, and progress to date on its profile: **[LINK TO FISHERYPROGRESS PROFILE]**



[FIP NAME] is working on achieving **[certification name]** and just launched a profile on FisheryProgress. To view it & get updates on our improvement, visit **[LINK TO FISHERYPROGRESS PROFILE]**.

FIP Progress Text

- “ In the past 12 months, **[FIP NAME]** **[increased/decreased/improved/changed/updated – give a highlight]**. Read more about our progress in our annual report on FisheryProgress: **[LINK TO FISHERYPROGRESS PROFILE]**
- “ Last month, **[FIP NAME]** formally adopted a Fishery Management Plan, after months of work with fishery managers. Read more about our progress on FisheryProgress: **[LINK TO FISHERYPROGRESS PROFILE]**
- “ After months of work with fishery managers, **[FIP NAME]** formally adopted a stock rebuilding plan focused on improving the **[SPECIES]** stock on **[DATE]**. Read more about our progress on FisheryProgress: **[LINK TO FISHERYPROGRESS PROFILE]**
- “ We are pleased to share that a **[new/updated]** stock assessment is now available for **[SPECIES]**, based in part on data collected by **[FIP NAME]** participants. This data is critical to inform our fishery and others’ activities to ensure a sustainable stock for the future. Read more about it on our FisheryProgress profile: **[LINK TO FISHERYPROGRESS PROFILE]**

FIP Progress Rating Announcement Text

- “ Grades are in! And **[FIP NAME]** just received an A progress rating, which is now updated on our FisheryProgress profile. We’re celebrating our improvement and looking forward to continual growth. Visit our profile to read more about our progress: **[LINK TO FISHERYPROGRESS PROFILE]**
- “ We’re excited to share that **[FIP NAME]** is making improvements & just earned a B progress rating, now updated on our FisheryProgress profile! For more about what that means, visit our profile: **[LINK TO FISHERYPROGRESS PROFILE]**
- “ **[FIP NAME]** just received a C progress rating, which is now updated on our FisheryProgress profile. We’re proud of the work we’ve done so far and committed to improving. Visit our profile to read more about our progress: **[LINK TO FISHERYPROGRESS PROFILE]**

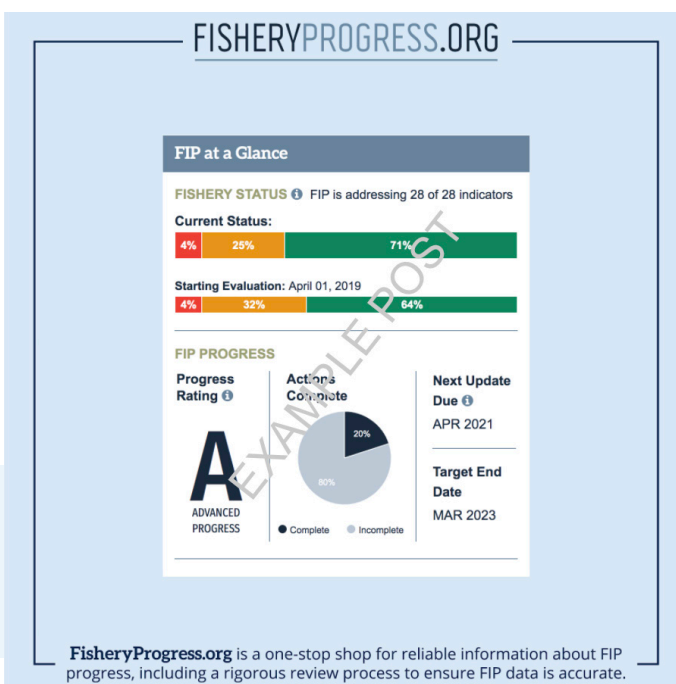
Social Media Images and Graphics

Using images on social media helps your posts gain attention, communicate additional information, and increase engagement.

Combine the template text in the previous section with photos from your FIP or screenshots of your FisheryProgress profile, such as the “FIP at a Glance” section, to showcase your FIP’s updates and progress.



Find customizable graphics templates for Instagram, Twitter, and Facebook in the FIP Communications Toolkit Dropbox: <http://bit.ly/FIPCommunicationsGuide>

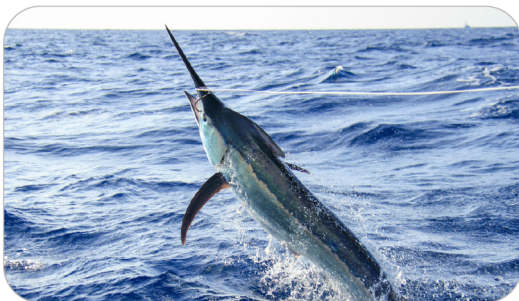


Examples of template text and graphics as Twitter posts:



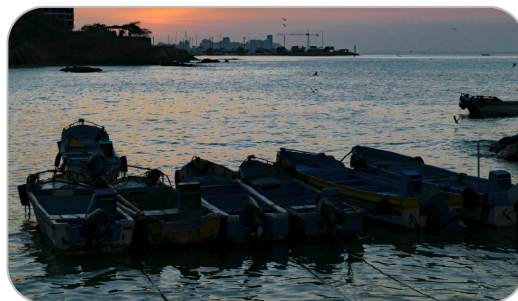
South Pacific Swordfish - Handline FIP @SouthSwordfish · Feb 1

The South Pacific Swordfish - Handline FIP just launched a profile on FisheryProgress. Learn more about the FIP's objectives, participants, workplan, and progress to date on its profile: bit.ly/fp_ss.



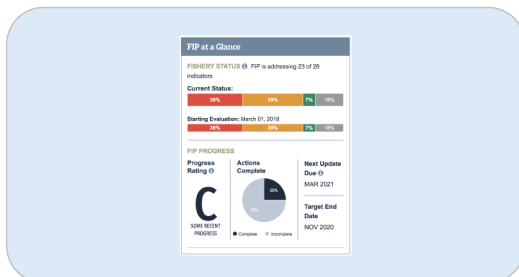
Ecuador Jumbo Squid - Jig FIP @EcuadorSquid · Jul 27

Ecuador jumbo flying squid - jig is working on achieving MSC certification and just launched a profile on FisheryProgress. To view it & get updates on our improvement, visit bit.ly/fp_ejs.



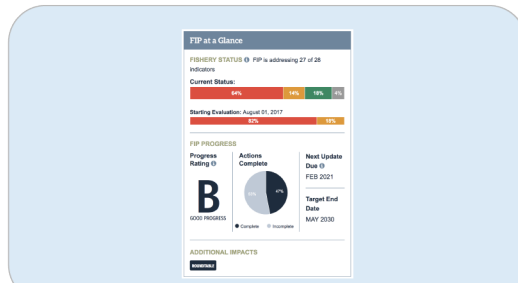
Russia salmon - trap net FIP @RussiaSalmonProgress · Jan 12

The Russia salmon - trap net FIP just received a C progress rating, which is now updated on our FisheryProgress profile. We're proud of the work we've done so far and committed to improving. Visit our profile to read more about our progress: bit.ly/fp_rsf.



Morocco sardine - Pelagic Trawl @MoroccoSardineFP · Aug 1

Last month, the Morocco sardine - Pelagic Trawl FIP formally adopted a Fishery Management Plan, after months of work with fishery managers. Read more about our progress on FisheryProgress: bit.ly/fp_mspt.





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About FisheryProgress



Launched in 2016, FisheryProgress is a one-stop shop for information on the progress of global fishery improvement projects. It makes tracking progress more efficient, consistent, and reliable for businesses that support fishery improvement projects.

FisheryProgress is overseen by an Advisory Committee and managed day to day by [FishChoice](#). The Technical Oversight Committee helps to guide the evaluation process and related functionality. The Social Advisory Committee is providing input on the development of FisheryProgress' permanent policy on social responsibility and supporting its implementation. The Conservation Alliance for Seafood Solutions developed the guidelines that are the foundation for the website.

Learn more at <https://fisheryprogress.org/>