



#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.

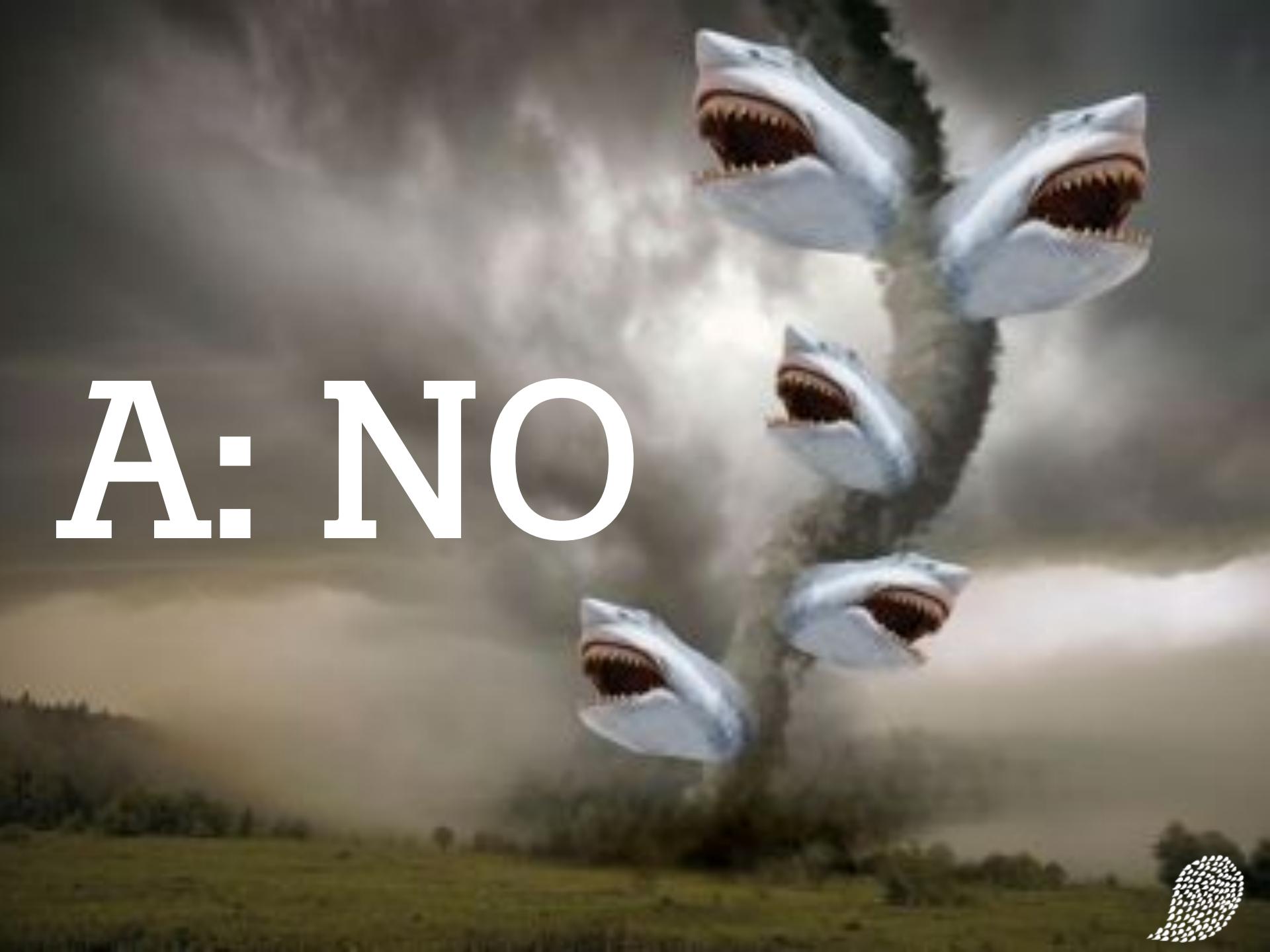
Will send recording & slides after.



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?

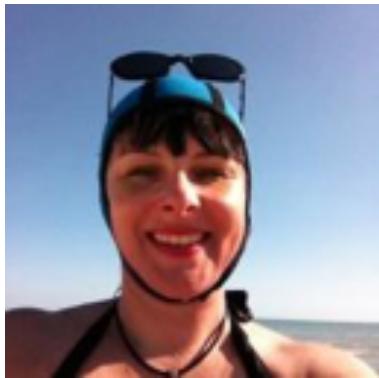




The ocean is our client.



The Upwell Team



Rachel Weidinger
@rachelannyes



Ray Dearborn
@rdearborn



Matt Fitzgerald
@fitz350



Andrew David Thaler
@sfriedscientist





David
Suzuki
Foundation



Ecology
Action
Centre



PAPA BOIS CONSERVATION
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CALIFORNIA
ACADEMY OF
SCIENCES



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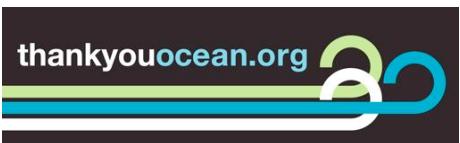
Since
1961



NATIONAL MARINE
SANCTUARIES



Ocean Conservancy



GREENPEACE



SEYMOUR MARINE DISCOVERY CENTER
AT LONG MARINE LABORATORY
INSTITUTE OF MARINE SCIENCES
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University

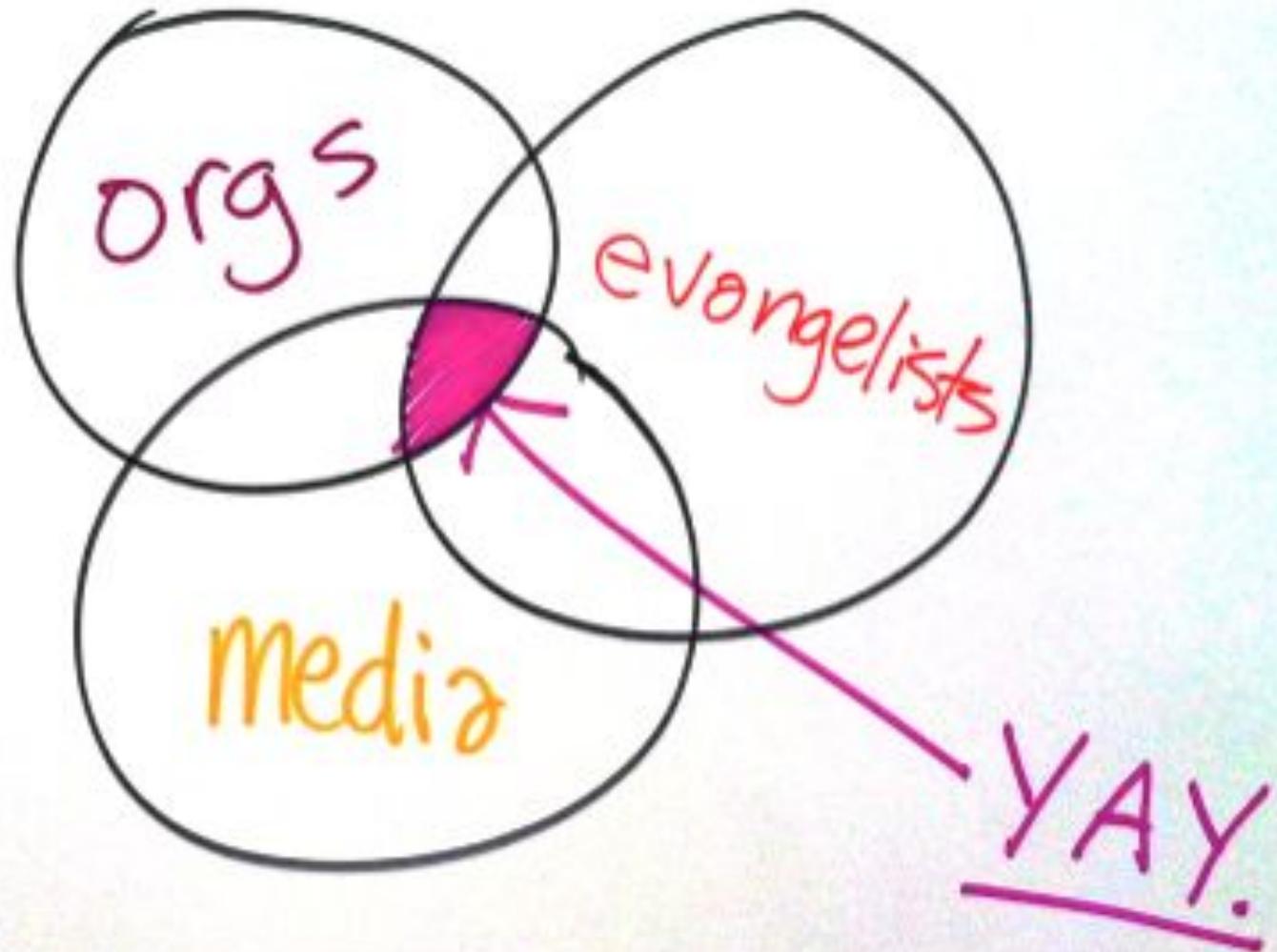


And also these, which totally didn't fit on the last slide.



Union of
Concerned
Scientists





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

THE OCEAN





Social mention =
mini article

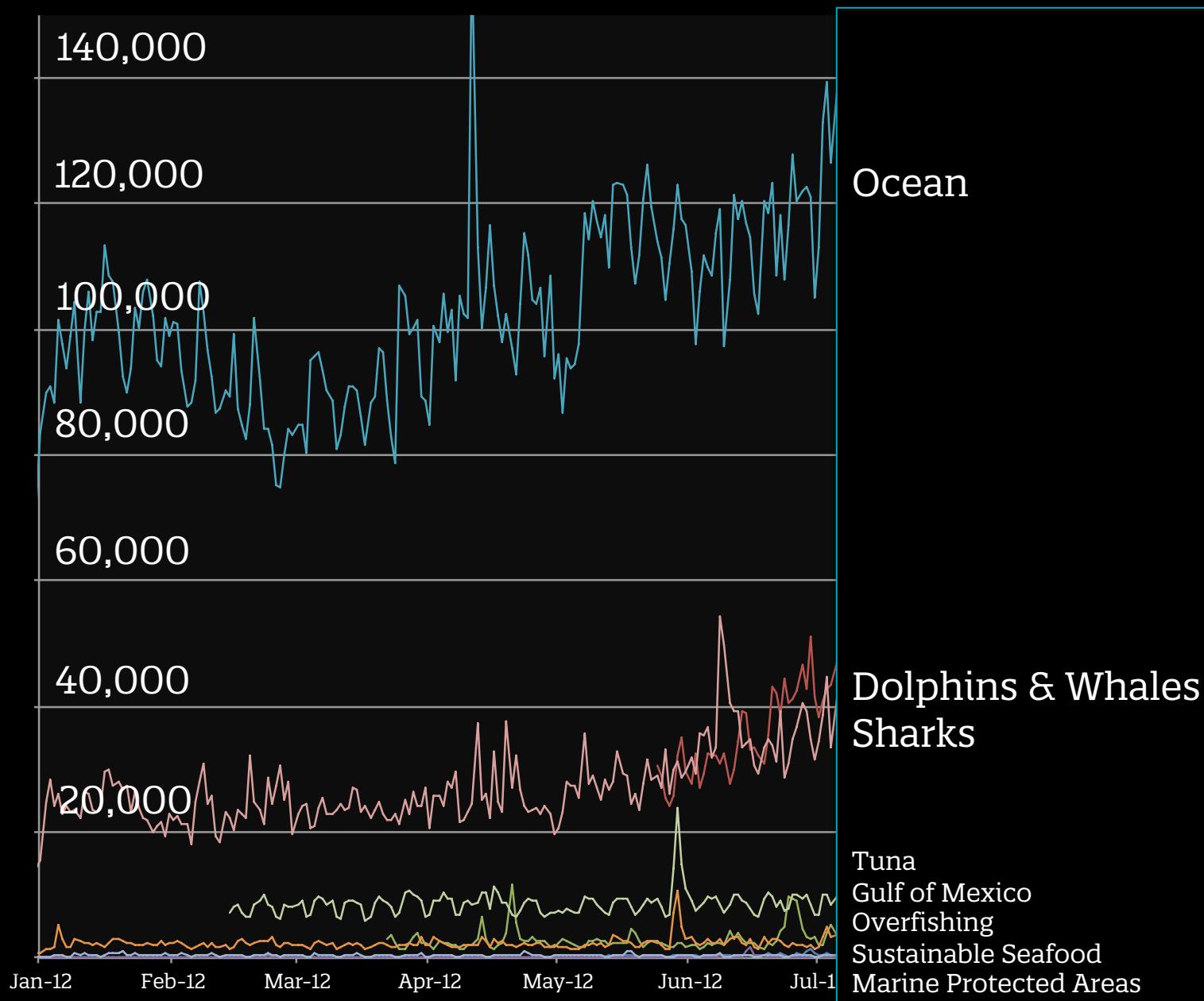


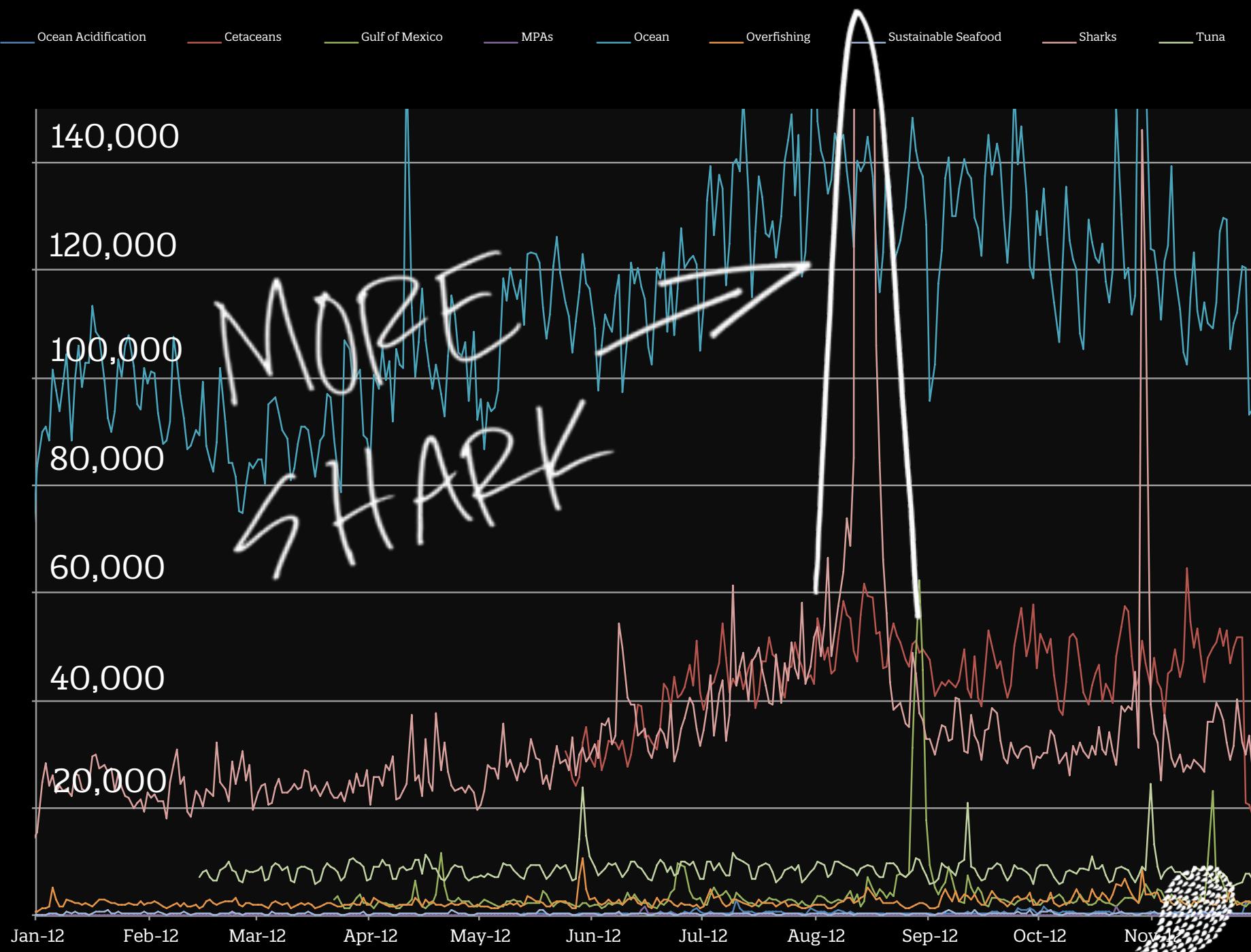


Should I go
surf today?



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



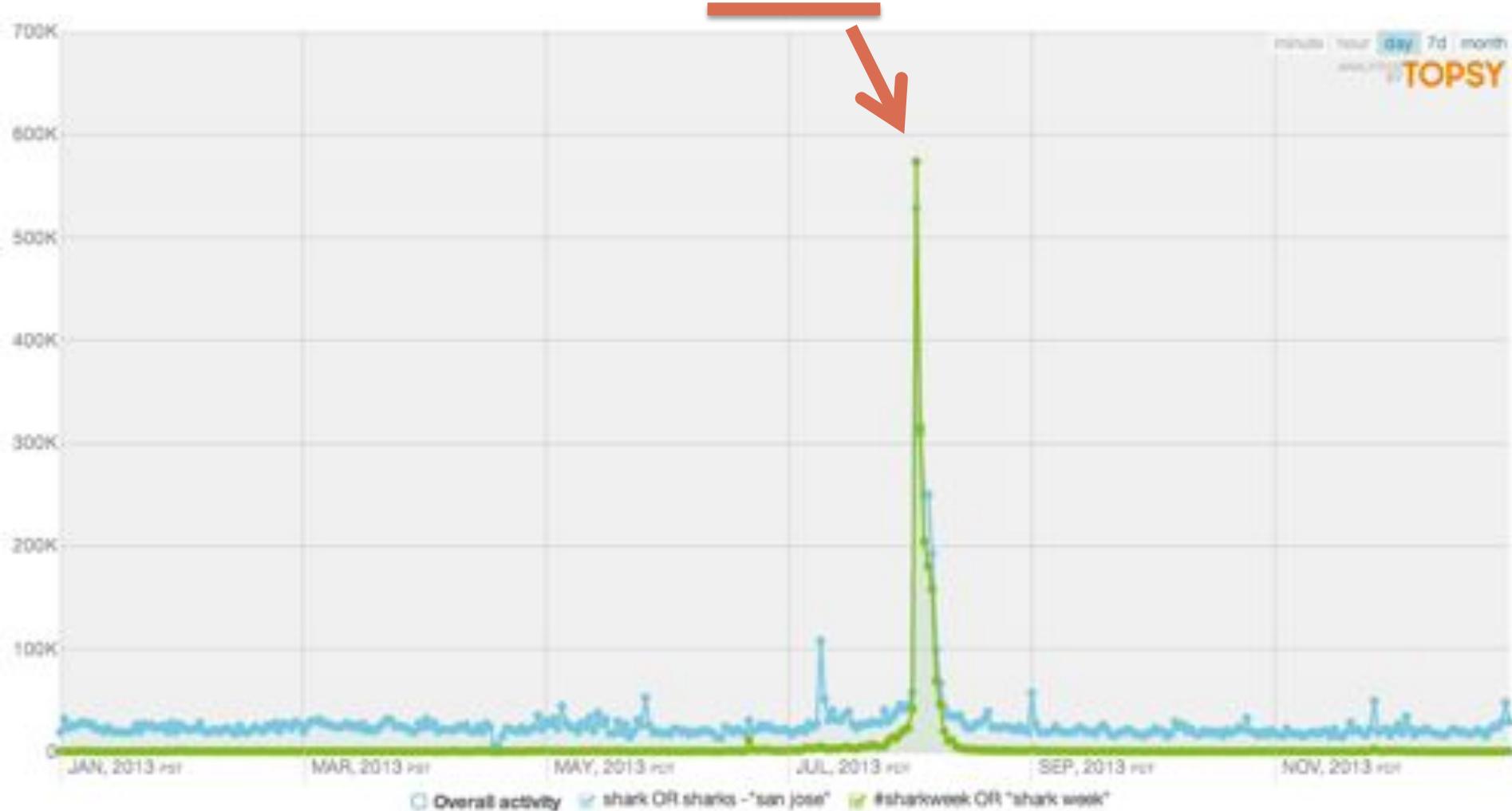
What is this “Shark Week”?



- 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



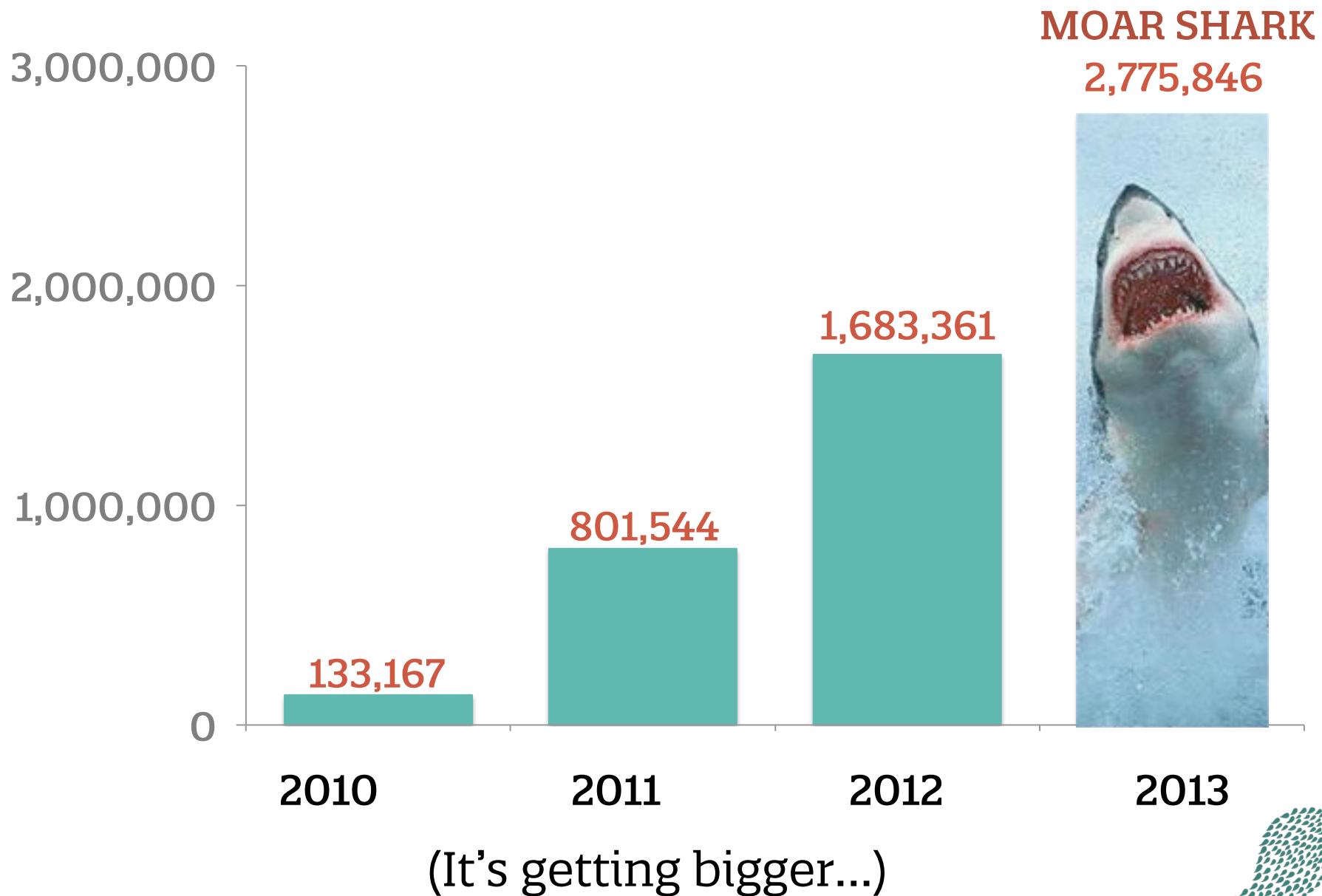
Shark Week is big



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



Where is the conversation happening?

Social mentions of "Shark Week" during Shark Week 2013



2,652,931



93,152*

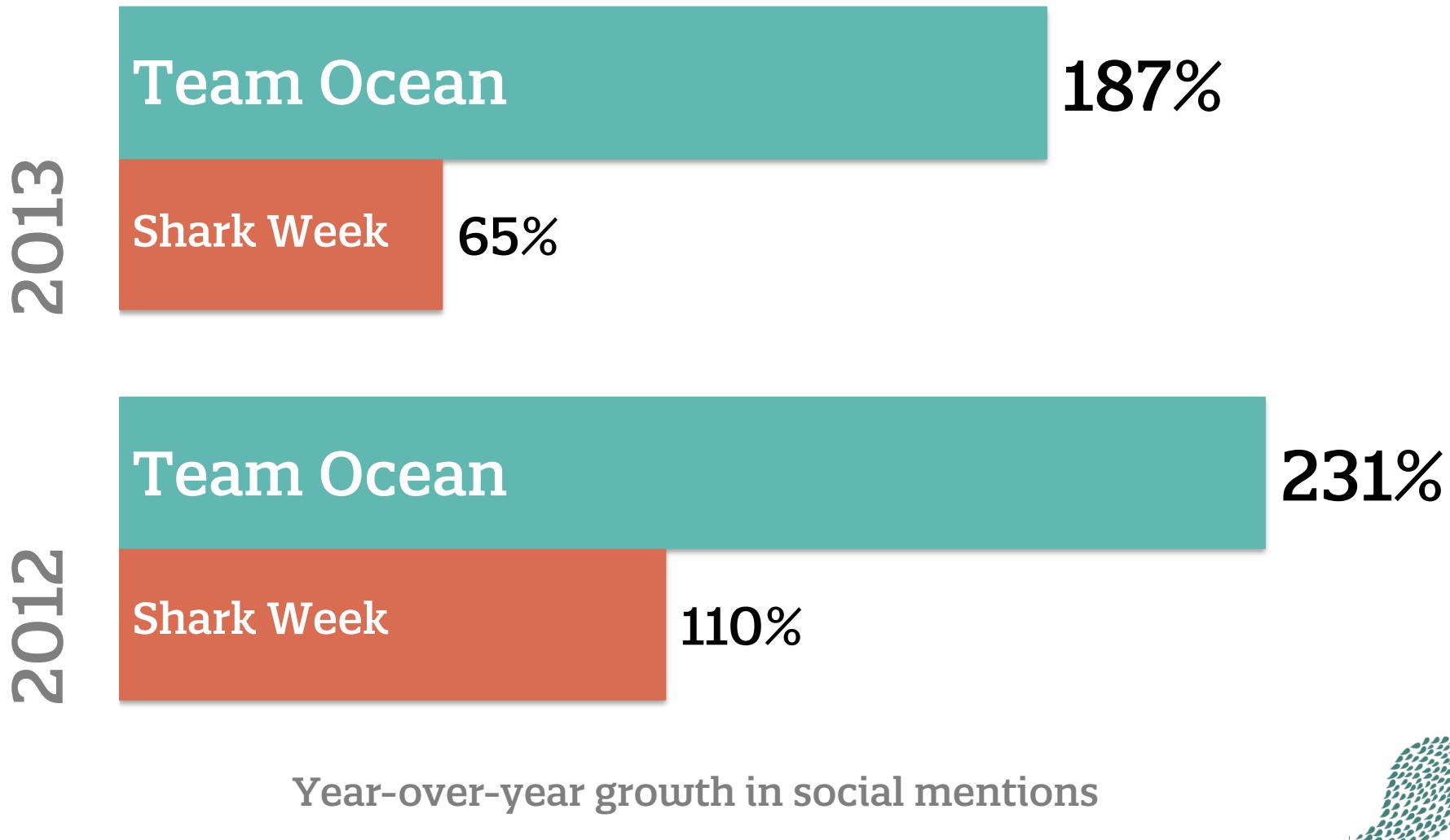
**public posts only*



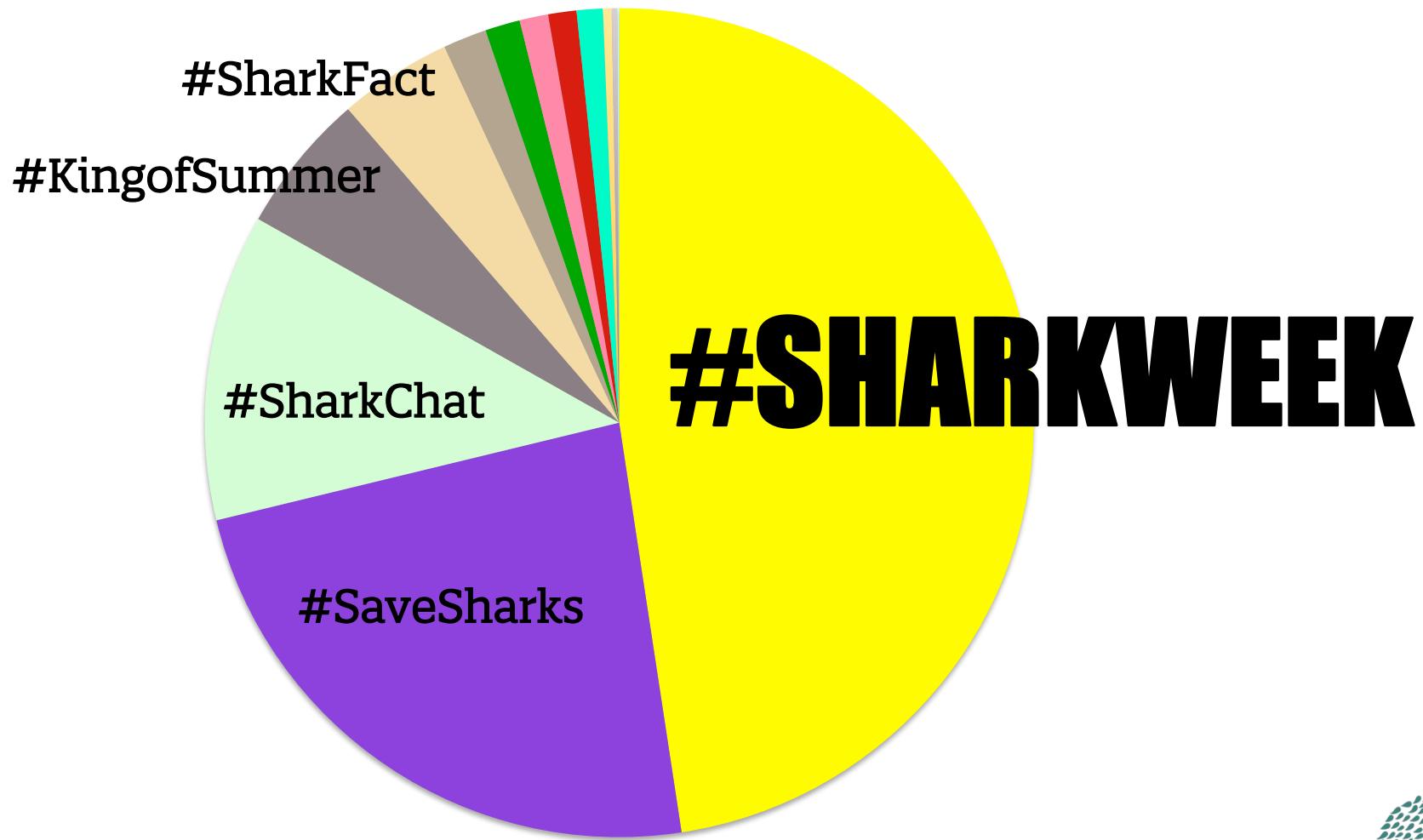
This is a fan conversation.



Team Ocean grew 2-3 times faster than Shark Week

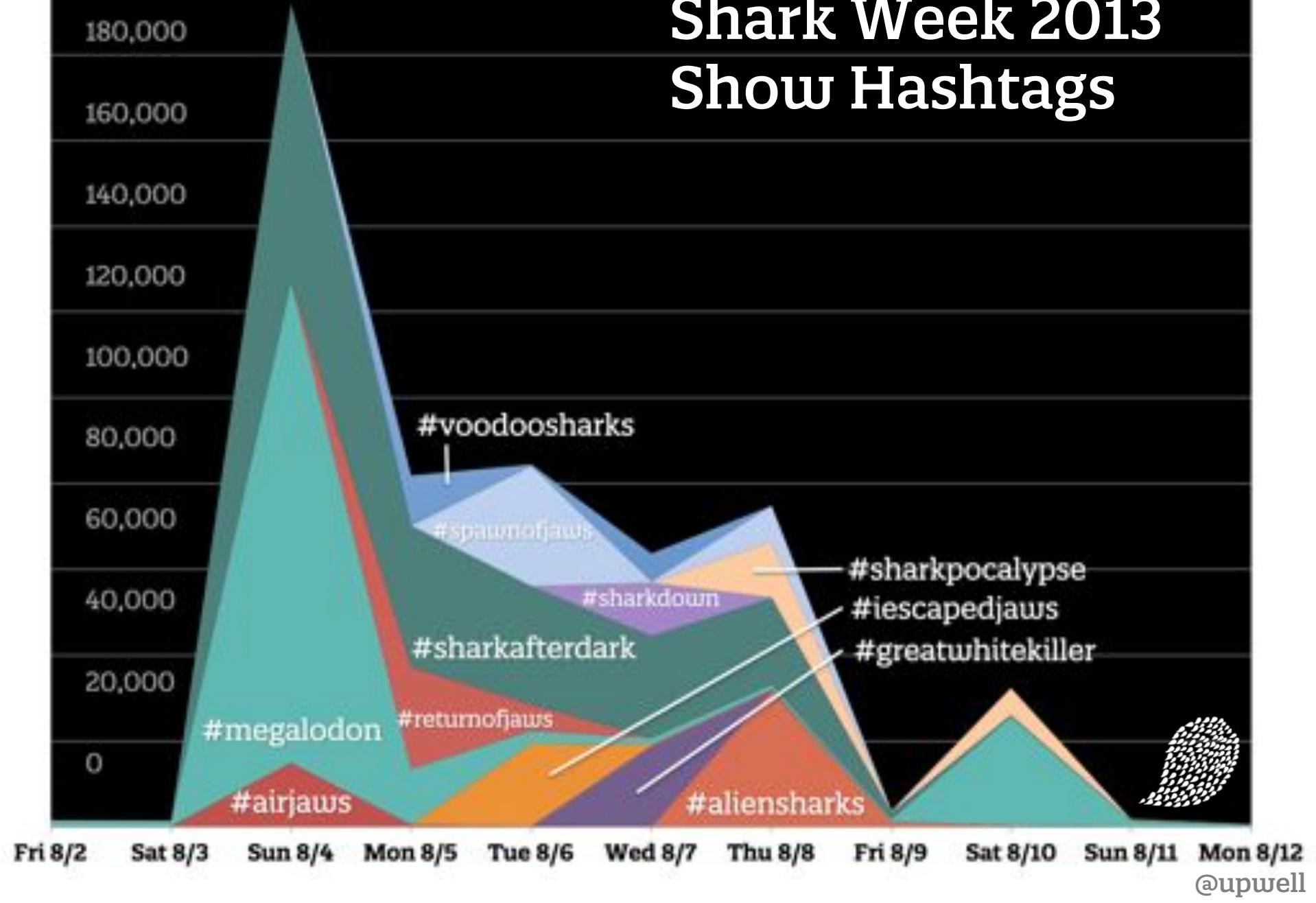


Which Shark Week Hashtag is the Most Popular?*

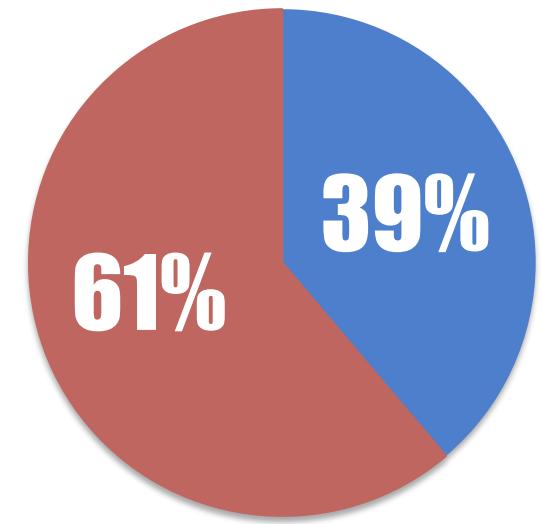
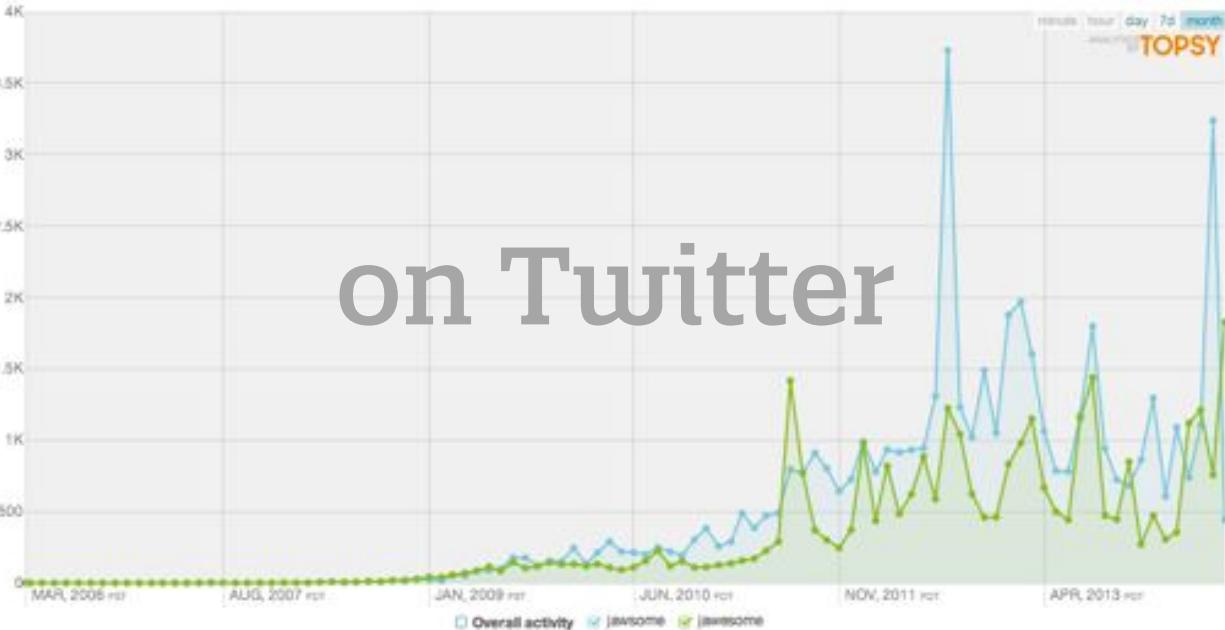


* Last 30 days

Shark Week 2013 Show Hashtags

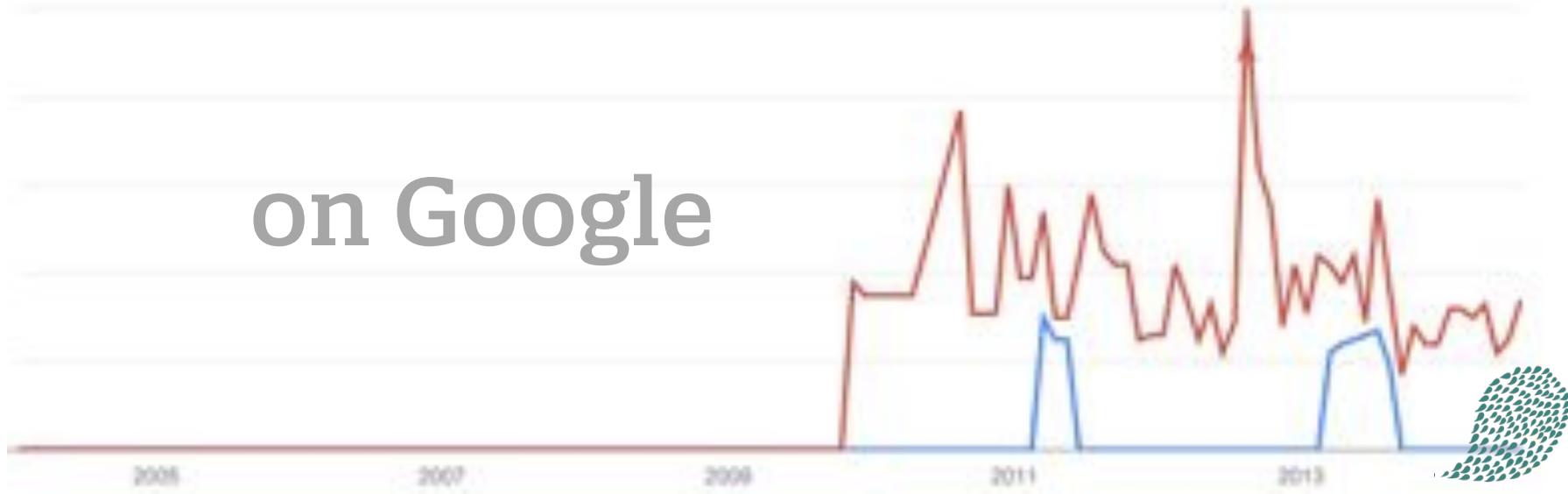


on Twitter

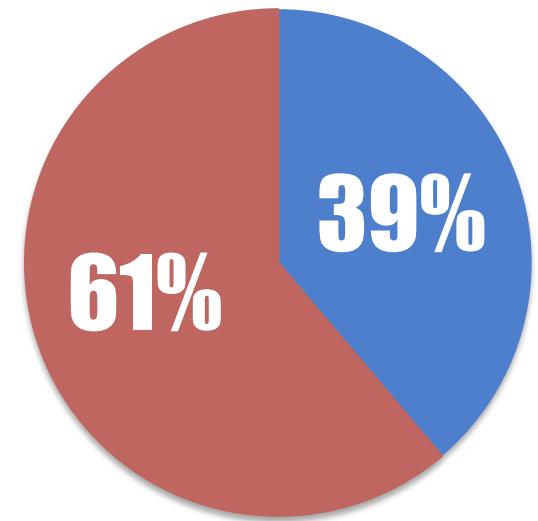
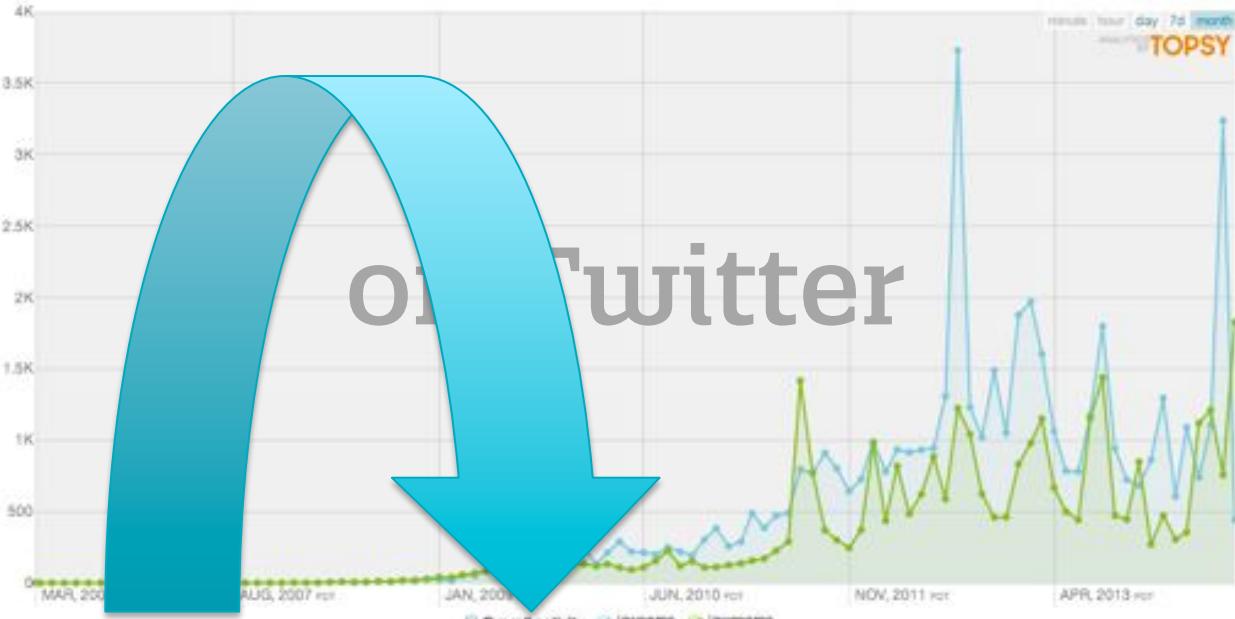


JAWSOME or JAWESOME ?

on Google

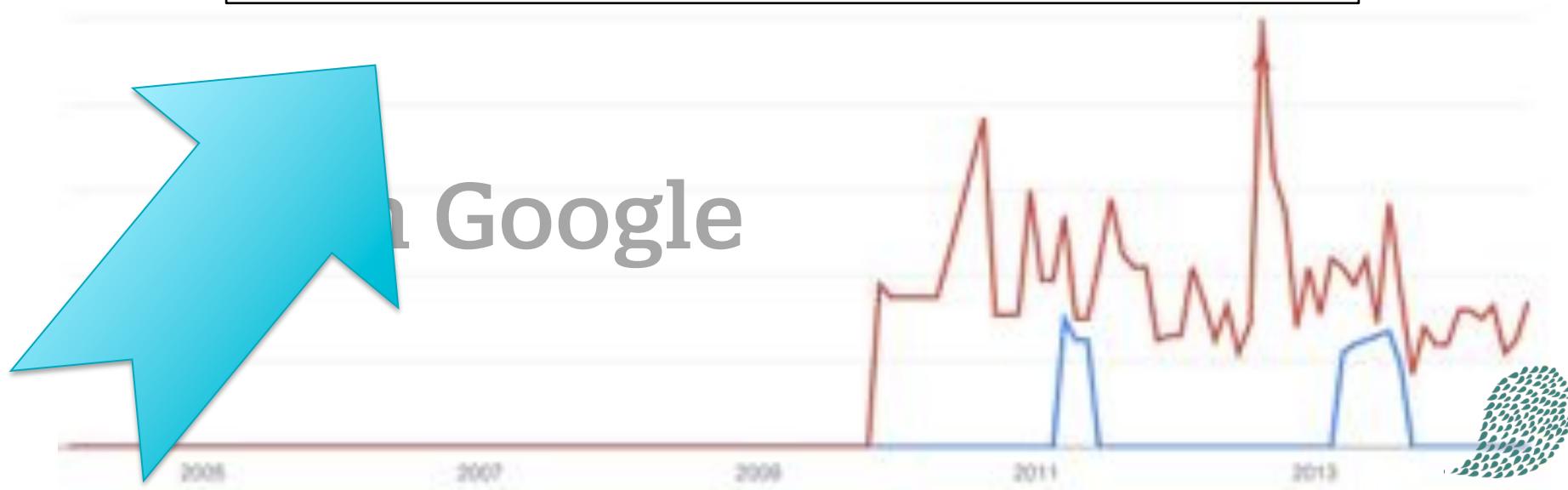


on Twitter

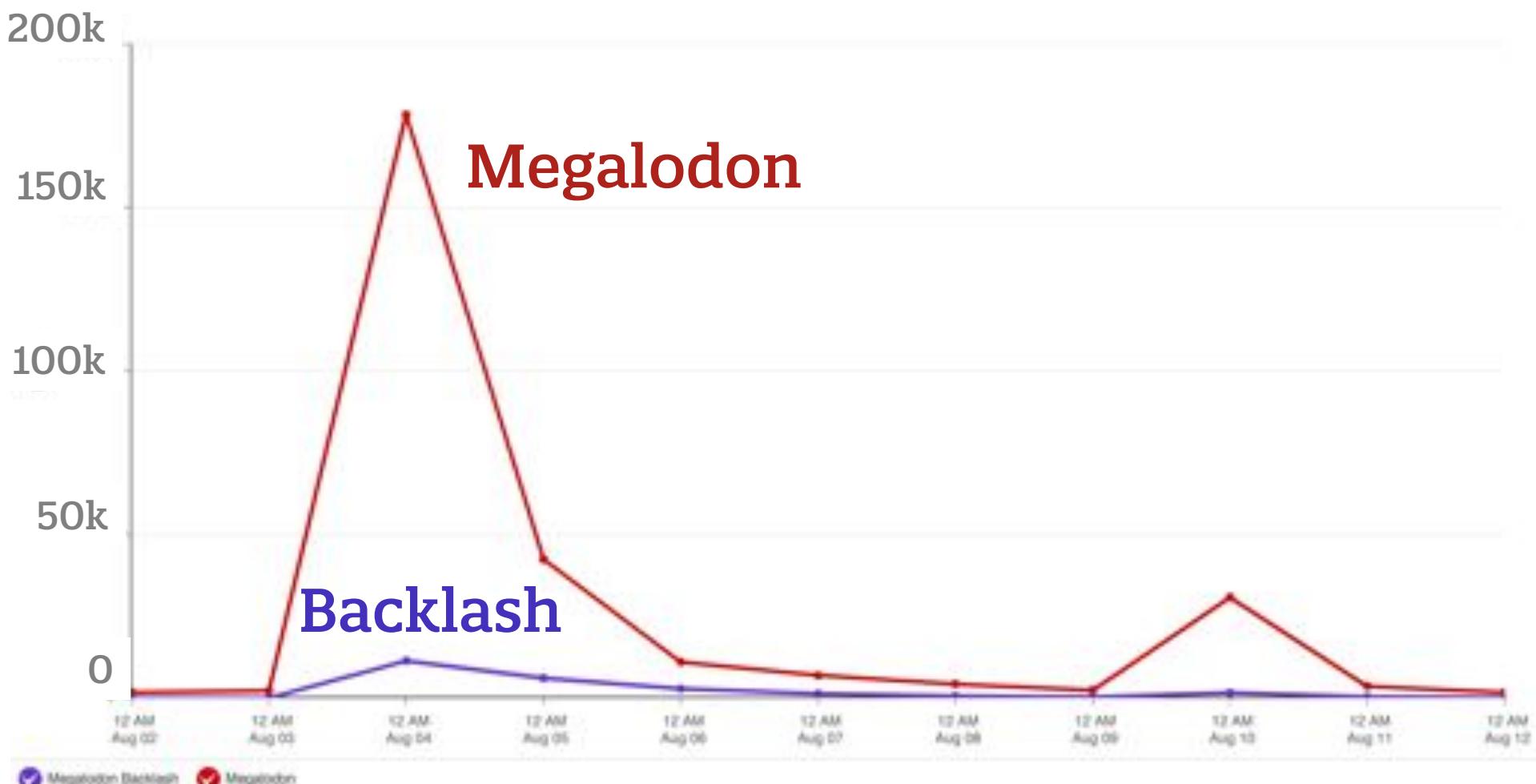


JAWSOME or JAWESOME ?

in Google



Shark Week did a bad thing last year.



The backlash got attention.



Shark Week Megalodon: Discovery Channel Defends Fake Documentary

ENTERTAINMENT AUG. 6, 2013 AT 8:30PM 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 outraged fans. Credit: Discovery

Discovery Channel kicked off Shark Week by taking a bite out of their fan support. The network 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. 4, 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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PHOTO GALLERIES



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 sharktravaganza: 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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TRENDING: ZOE SALDANA | NAYA RIVERA | PRINCE GEORGE | RHONY | SUBSCRIBE

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

Pop! Vanessa Lachey's Baby Bump is Showing - See Adorable Picture *

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

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PHOTOS: Biggest TV shockers

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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)

Article history

TELEVISION

DISCOVER IT'S VIEWER

© AUGUST, 2013 | W&LW

I love Shark Week, and even though I'm not a fan of the Discovery Channel, I've planted my foot firmly in it.

So last night, I tuned in to the sharkfest-a-thon: a docu-megasharks ever, the pre-freaking huge, with teeth very, very extinct. Discovered to be "found footage" of a sunken ship that was afloat. The "found footage" photographer shoots the video camera. There was salt water for the footage have been found in April Channel started Shark Week 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

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ENTERTAINMENT

15

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

F Share | L Like | 2.8k | T Tweet | 263 | G+1 | 43 | I Share | 12 | P 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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nel fake the image cumentary?

ming past U-boats off Cape t, or prove me wrong



ming past German submarines.

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The backlash got attention.

GAWKER

Shark Week Opens With Fake *Megalodon* Documentary



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.

charact
continu
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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Environment | George Monbiot's blog



Outrage with Fake

news that mislead and misinform

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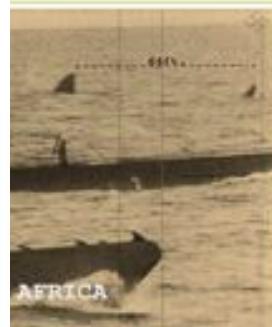
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GAWKER

Shark Week Opens With Fake Megalodon Documentary

Rich Juzwiak
Filed to: SHARK WEEK 8/05/13 10:11am



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

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The Discovery Channel didn't catfish people — it megalodoned them. A character continues to be bitten off by an unknown animal, and a Coast Guard member is pulled from the water.

PHOTO GALLERIES

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
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CNN Entertainment

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Discovery Channel defends dramatized shark special 'Megalodon'

By Breeanna 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

The backlash got attention.

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YOU NEED TO SEE HIS UNDERWEAR MODELING PHOTOS

THIS GIF WILL MAKE YOU JEALOUS

16-LI

is dramatized

WHY IS DISCOVERY CHANNEL STILL DEFENDING ITS FAKE MEGALODON SHARKUMENTARY?

DALE NEURINGER • @DALENURINGER 08.07.2013 • ENTERTAINMENT

TWEET SHARE PIN IT



Above is the Discovery Channel's fake Megalodon sharkumentary.

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The backlash got attention.

BUSTLE

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In Arts & Entertainment: Celebrity Pop Culture Living

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Backlash spreads after Discovery airs Megalodon mockumentary to record audience

See also: Pop Culture / Shark Week / Discovery Channel / Megalodon

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



Sharknado 2: The Second One



Sharknado
@SharknadoSyfy



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

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

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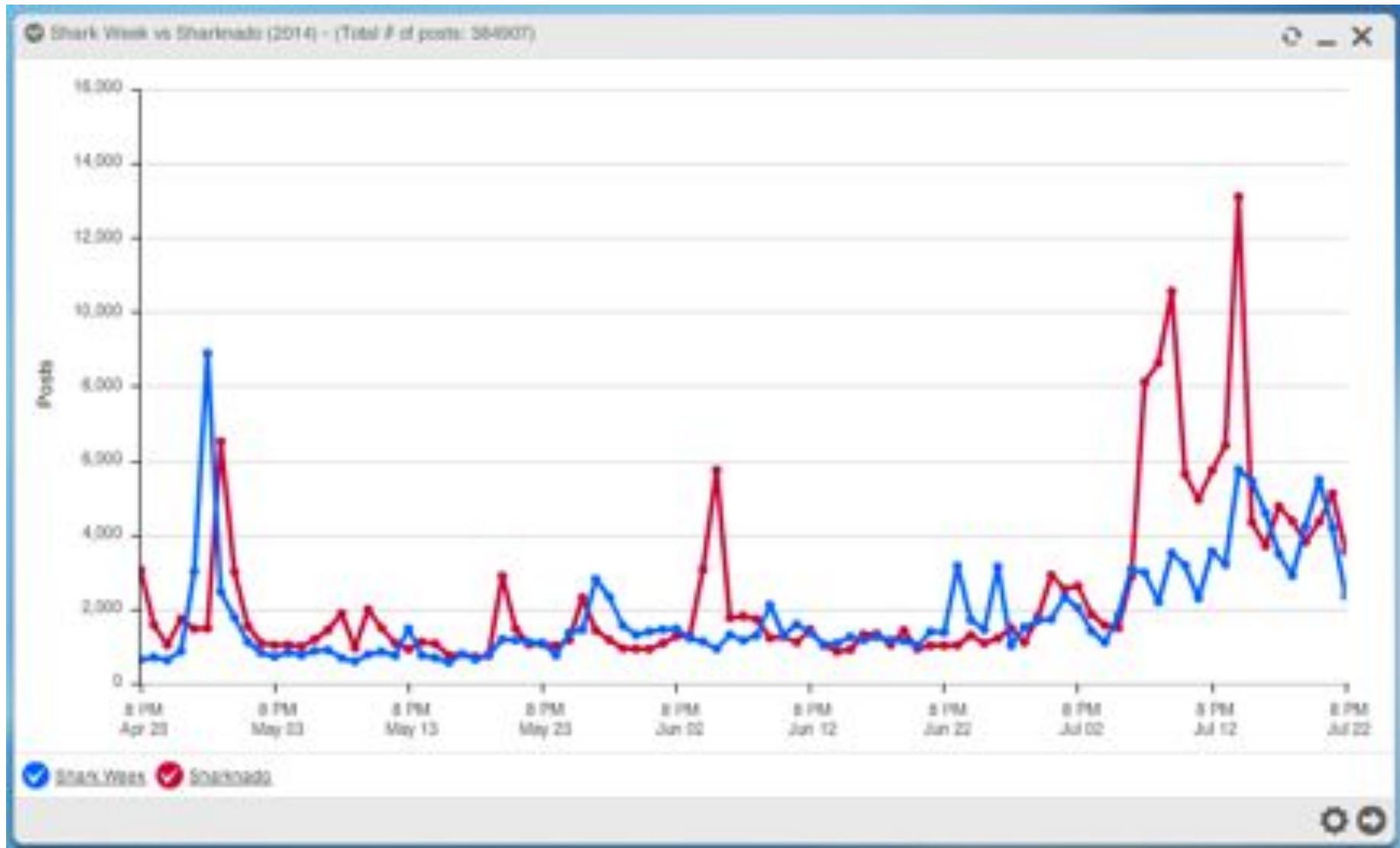
TIME.com
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The "Sharknado 2" trailer looks as awesomely bad as you would expect
ti.me/1qnz0WM



Sharknado vs. Shark Week



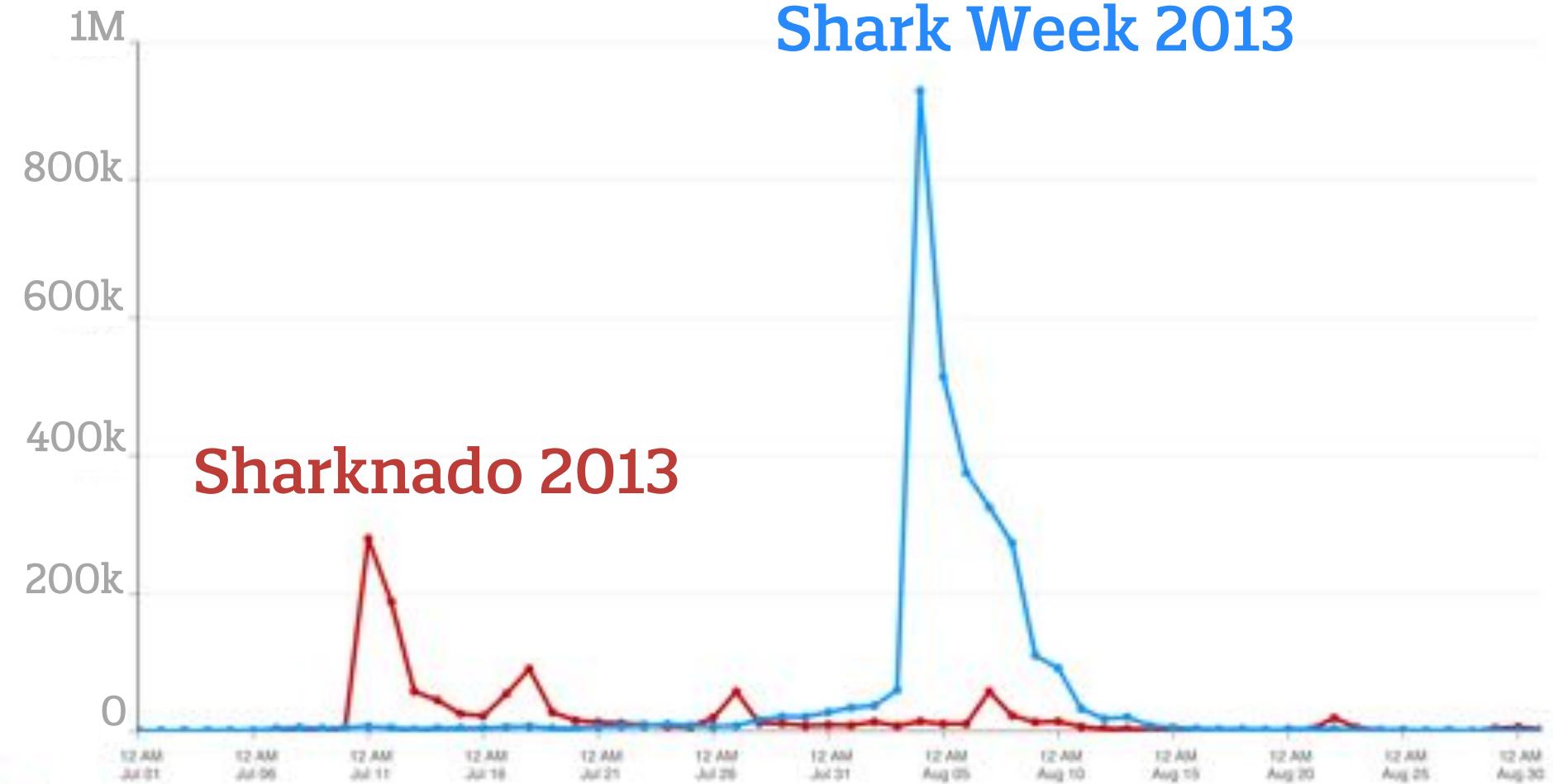
(last 90 days)



Last year...

Shark Week 2013

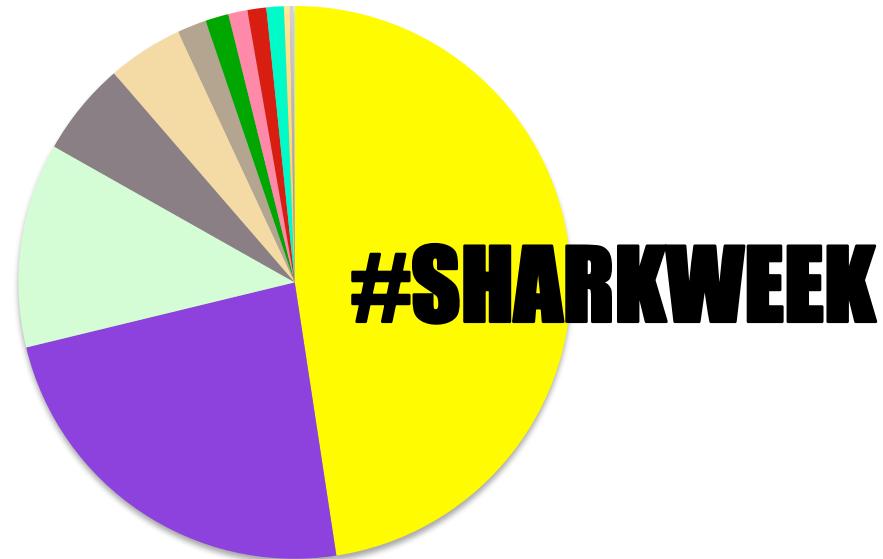
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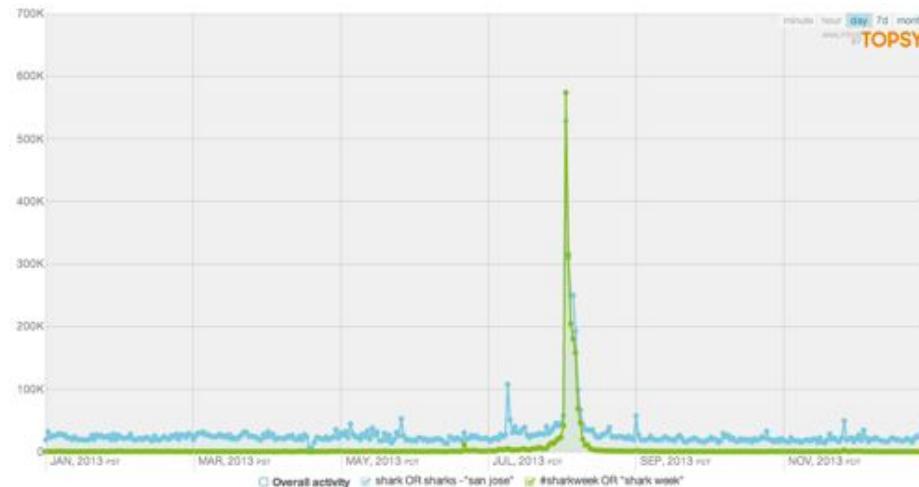


YAY!

SAVE
TERROR



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

I understand that this change 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



The Average Shark @TheAverageShark
Swim swim lurk (Created by @Zilliamson & @D_fman)



Men's Humor  @MensHumor

Humor Tailored for Men. Submit:

Contact@menshumor.com FB:

<http://facebook.com/menshumor> Shop:

<http://www.menshumor.com/shop>



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.

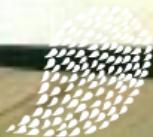
Use humor → get followers → share science → win

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

