

RAPPORT SUR LA MISE EN ŒUVRE DE LA STRATÉGIE DE COMMUNICATION DE L'ACCOBAMS



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1. CONTEXTE

Reconnaissant qu'une Stratégie de communication efficace est essentielle pour atteindre les objectifs de l'Accord, les Parties ont adopté la Stratégie de communication de l'ACCOBAMS 2023-2028 lors de la Huitième Réunion des Parties à l'ACCOBAMS (Malte, 29 novembre - 2 décembre 2022) par le biais de la Résolution 8.6.

La Stratégie de communication de l'ACCOBAMS est considérée comme une étape cruciale pour renforcer la visibilité et la réputation de l'Accord.

Dans ce contexte, la MOP8, par le biais de la Résolution 8.6, a demandé au Secrétariat de l'ACCOBAMS de superviser la mise en œuvre de la Stratégie de communication.

Par conséquent, le présent rapport évalue les différents produits et activités de communication et d'information réalisés au cours de la période triennale 2023-2025.

Au cours de cette période, le Secrétariat de l'ACCOBAMS a travaillé activement à la mise en œuvre de la Stratégie de communication, en coopération avec le Bureau et le Comité Scientifique, et en collaboration avec les organisations partenaires concernées. Les efforts ont porté à la fois sur la communication externe, visant à impliquer le grand public et à le sensibiliser à la conservation des cétacés, et sur la communication interne, axée sur le renforcement de la coordination et de l'échange d'informations entre les Parties, les experts scientifiques et les organisations partenaires.

2. MISE À JOUR DE L'IDENTITÉ VISUELLE D'ACCOBAMS

Tout au long de la période triennale, le Secrétariat de l'ACCOBAMS a travaillé activement au **renforcement de l'identité visuelle de l'ACCOBAMS en mettant à jour les modèles des publications sur les réseaux sociaux ainsi que ceux de la documentation interne**.

Cette initiative s'aligne avec le Point II.1 de la Stratégie de communication de l'ACCOBAMS, en particulier de la Section II.1.3, « Esprit et guide de style de la marque ACCOBAMS ». L'objectif de cette section est de créer un esprit de marque reconnaissable grâce à des éléments unifiés (typographie, style de conception, nuances de couleurs, etc.), afin de construire un style distinctif qui renforce la visibilité de l'ACCOBAMS au fil du temps tout en assurant une cohérence sur l'ensemble des canaux de communication.

Les mises à jour de l'identité visuelle de l'ACCOBAMS ont été présentées par le Secrétariat lors de la 15^{ème} Réunion du Bureau (13-14 février 2025, Monaco) et accueillies favorablement par le Bureau. Elles sont présentées dans les images ci-dessous.

a) Pour les publications sur les réseaux sociaux :

En ce qui concerne les publications sur les réseaux sociaux, des en-têtes de différentes couleurs ont été introduites en fonction du thème de chaque publication, assurant ainsi une cohérence et une uniformité pour le public, comme illustré ci-dessous.

PROJECT
HIGHLIGHTS

WORKING GROUP
& COMMITTEE
SPOTLIGHTS

SPECIES AWARENESS
& FACTS

EVENT & MEETING
PARTICIPATION

PARTNERSHIPS &
COLLABORATIONS

CONSERVATION TIPS
& PUBLIC
INVOLVEMENT

BEHIND
THE SCENES

SUCCESS
STORIES

FUNDING
& SUPPORT

LEGISLATION
& POLICY
UPDATES

EVENT & MEETING PARTICIPATION



Photo credit: © Foto Principe



BEHIND THE SCENES



Photo credit: © France 3 Provence-Alpes-Côte d'Azur





b) Pour la documentation interne:

En ce qui concerne la documentation interne de l'ACCOBAMS, des modèles ont été élaborés pour différents types de documents, notamment les lettres, les documents ACCOBAMS et les rapports, comme illustré ci-dessous.



Modèle de lettres ACCOBAMS



Modèle de documents ACCOBAMS

3. LE SITE INTERNET DE L'ACCOBAMS

Conformément au point II.2 de la stratégie de communication de l'ACCOBAMS, en particulier à la section II.2.1 intitulée « Le site Internet de l'ACCOBAMS », plusieurs modifications ont été apportées au site internet de l'ACCOBAMS afin de faciliter l'accès à l'information pour les publics internes et externes.

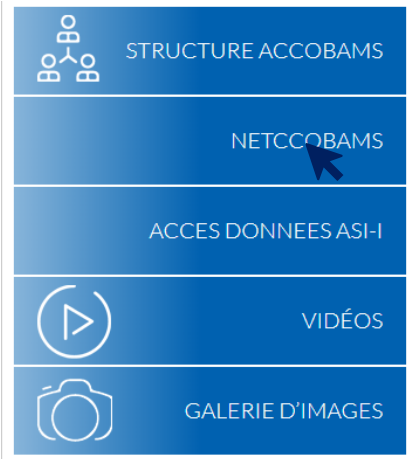
Ces modifications incluent :

- Une version mobile fluidifiée du site internet :

Le site internet a été actualisé afin de faciliter et fluidifier la navigation depuis un appareil mobile.

- Un accès direct à NETCCOBAMS:

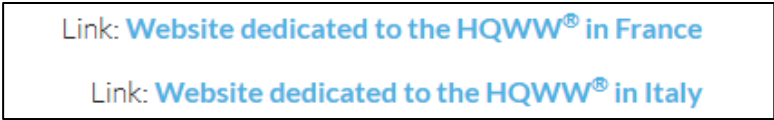
Afin de faciliter l'intégration de la plateforme NETTCOBAMS et d'y garantir un accès direct, un onglet dédié a été ajouté à la [page d'accueil du site web ACCOBAMS](#), comme le montre l'image ci-dessous. D'un simple clic, les utilisateurs peuvent maintenant accéder directement à la plateforme NETCCOBAMS.



Accès direct à NETCCOBAMS depuis le site internet ACCOBAMS

- Promotion de la marque “High Quality Whale-Watching”:

La marque « High Quality Whale Watching® » a été promue via une [page dédiée](#) sur le site internet de l'ACCOBAMS. Cette page fournit aux utilisateurs des liens vers les sites internet [français](#) et [italien](#) consacrés à la marque « High Quality Whale Watching® », renforçant ainsi la visibilité de l'initiative, comme l'illustre l'image ci-dessous.



Liens pour accéder aux sites internet français et italien consacrés à la marque « High Quality Whale Watching® » sur le site internet de l'ACCOBAMS

Les rapports annuels pour les périodes d'octobre 2023 à octobre 2024 et d'octobre 2024 à octobre 2025 indiquent **une augmentation du nombre d'utilisateurs visitant le site internet de l'ACCOBAMS, passant de 13 000 au cours de la première période à 16 000 au cours de la seconde**, comme l'illustrent les deux graphiques ci-dessous.



Évolution du nombre d'utilisateurs actifs pour la période d'octobre 2023 à octobre 2024



Évolution du nombre d'utilisateurs actifs pour la période d'octobre 2024 à octobre 2025

4. RELATION AVEC LES MEDIAS

a) Développement de la Stratégie de Communication sur les Réseaux Sociaux de l'ACCOBAMS

Conformément au point II.2 de la Stratégie de communication de l'ACCOBAMS, en particulier à la section II.2.2, « Relation avec les médias », le Secrétariat a travaillé à l'élaboration d'une approche cohérente et structurée vis-à-vis de l'engagement sur les réseaux sociaux.

Dans ce cadre, les livrables clés suivants ont été produits en 2023, établissant ainsi les fondations du renforcement de la présence en ligne de l'ACCOBAMS :

- Un *Strategic Plan for ACCOBAMS Social Media*, finalisé en avril 2023; ([voir Annexe I: Strategic Plan for ACCOBAMS Social Media](#)).
- Des *Guidelines Policy for Social Media*; ([voir Annexe II: Guidelines Policy for Social Media](#)).

Ces étapes successives ont permis au Secrétariat d'opérer au sein d'un cadre cohérent, avec un positionnement clairement défini et des publics cibles identifiés, en adaptant ses messages à chaque plateforme, ce qui a permis une communication efficace et cohérente sur toutes les plateformes numériques.

Le Secrétariat utilise X (anciennement Twitter) et Facebook pour sa communication externe. **Une page LinkedIn dédiée à l'ACCOBAMS a également été créée** dans le cadre de la mise en œuvre de la Stratégie de communication, dans le but de toucher un public plus jeune et professionnel. En octobre 2025, la page LinkedIn comptait plus de 2 300 abonnés et était devenue un outil important pour la communication de l'Accord, contribuant de manière significative à sa visibilité et à ses efforts de sensibilisation.

Le Secrétariat planifie ses activités de communication mensuelles avec le soutien professionnel de FCB Lisboa, en veillant à ce qu'elles soient alignées sur les initiatives spécifiques menées par l'ACCOBAMS et conformes à la stratégie définie dans les *Guidelines Policy for Social Media*. Deux publications sont diffusées chaque semaine sur chaque plateforme, couvrant diverses activités et thématiques. L'image ci-dessous montre un exemple de plan de communication mensuel.

February Calendar View						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4 Jacques Rougerie	5	6 Video Miraceti	7	8
9	10	11 Joint WS	12	13 Mostra Mediterranea	14	15
16	17	18 BU17	19	20 JBWG2	21	22
23	24	25 PAM-MMO	26	27 SC16	28	

Exemple de plan de communication mensuel pour les réseaux sociaux de l'ACCOBAMS

b) Évaluation des performances de l'ACCOBAMS sur les réseaux sociaux pour la période 2023-2025 :

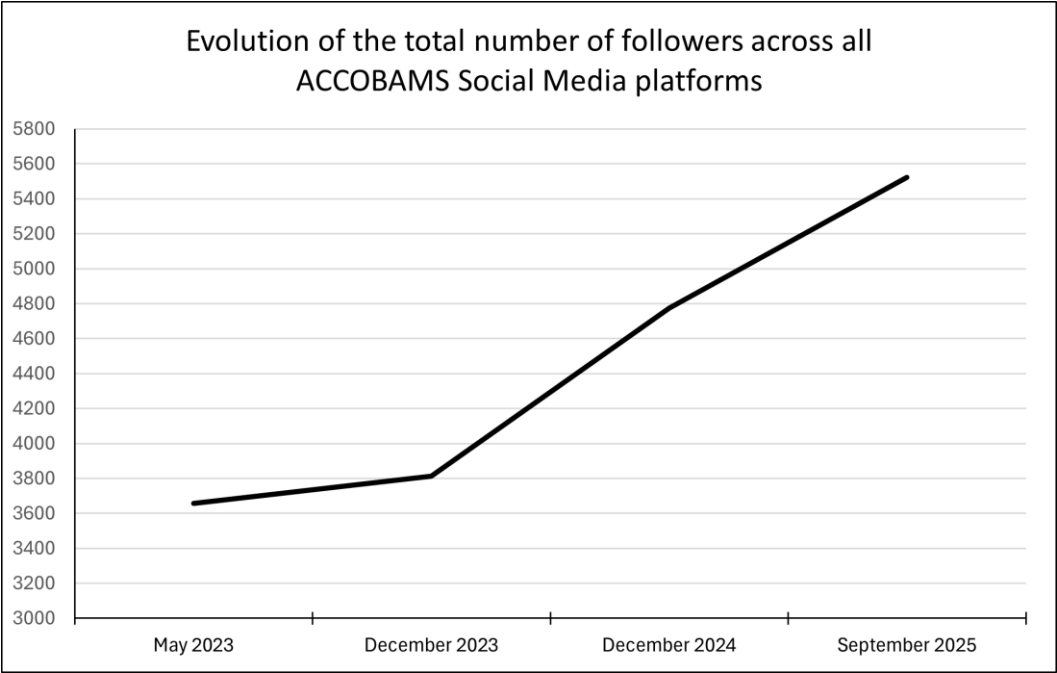
Indicateurs Clés de Performance (KPIs):

Afin de suivre et d'évaluer la performance des 675 publications et tweets diffusés sur l'ensemble des plateformes de réseaux sociaux entre mai 2023 et septembre 2025, le Secrétariat s'est appuyé sur des rapports produits tous les trois mois. Ces rapports présentent les résultats mensuels et trimestriels, incluant des indicateurs tels que l'engagement, la portée et l'évolution de la communauté pour chaque canal de communication. Les rapports intègrent également des analyses qualitatives sur le développement du travail ainsi que des recommandations pour la planification du trimestre suivant. Ces rapports se sont avérés utiles pour identifier les tendances et les possibilités d'amélioration, permettant ainsi d'apporter des ajustements en temps opportun afin de renforcer la présence numérique du Secrétariat.

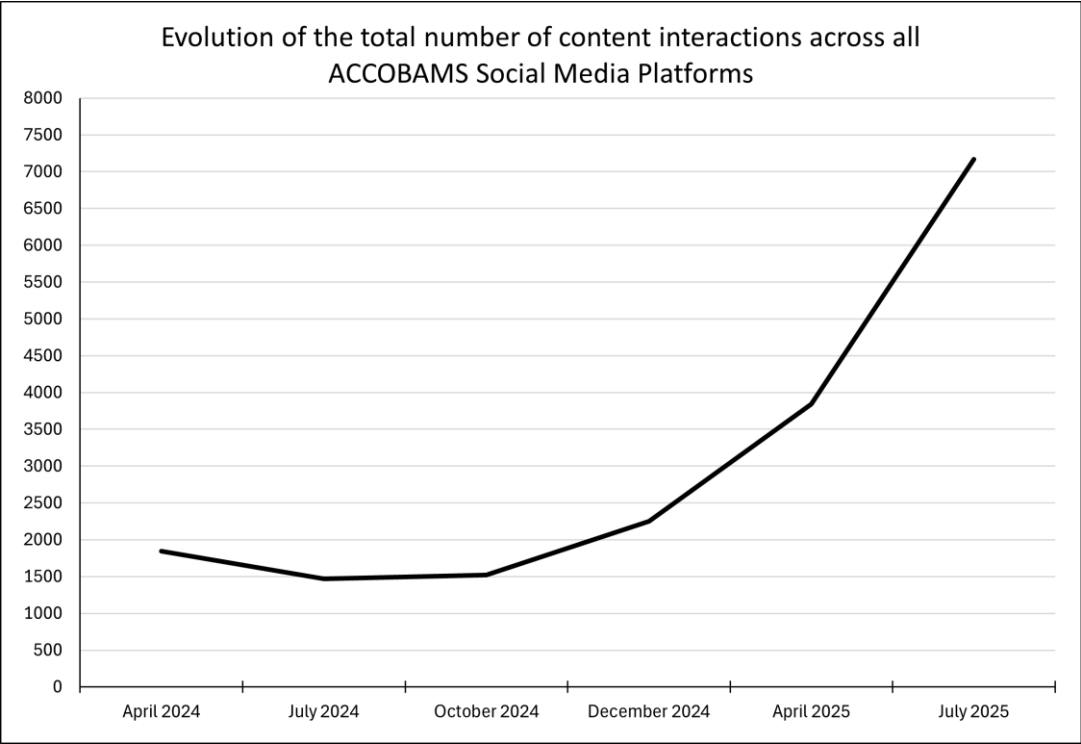
Les indicateurs clés de performance (KPI) suivants ont été utilisés pour évaluer l'efficacité de la stratégie de communication de l'ACCOBAMS sur une base trimestrielle :

- Nombre de publications et de tweets
- Nombre de nouveaux abonnés
- Interactions avec le contenu publié
- Impressions de page

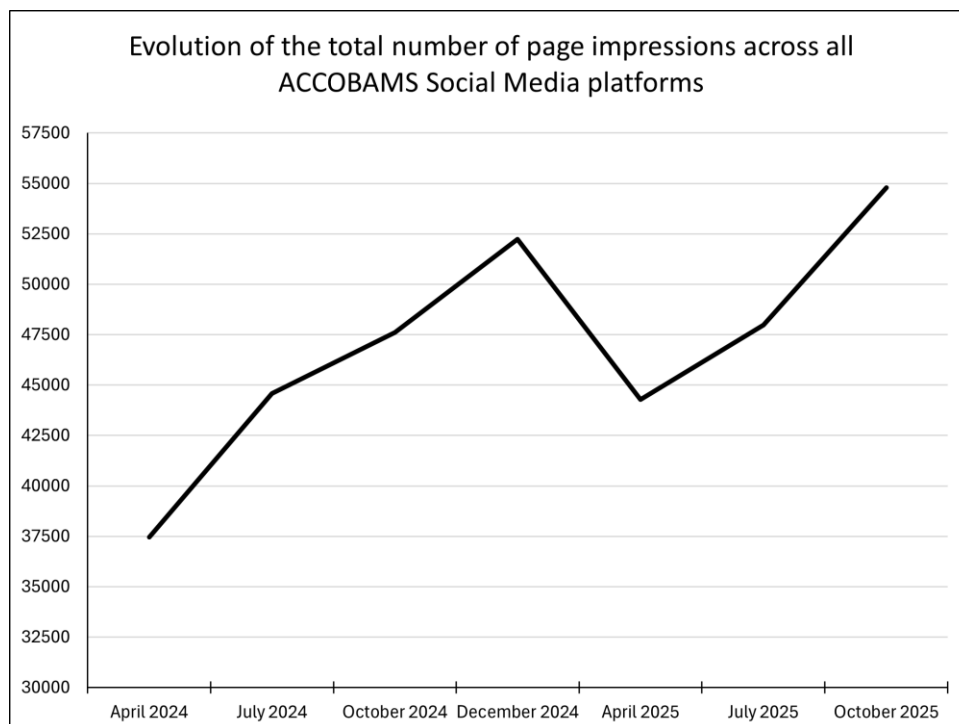
Ces indicateurs ont montré **une croissance globale du nombre d'abonnés et de leurs interactions avec le contenu publié au cours de la période triennale**, comme le montrent les graphiques ci-dessous. Les chiffres présentés sont basés sur les rapports trimestriels reçus par le Secrétariat.



Évolution du nombre total d'abonnés sur toutes les plateformes de réseaux sociaux de l'ACCOBAMS



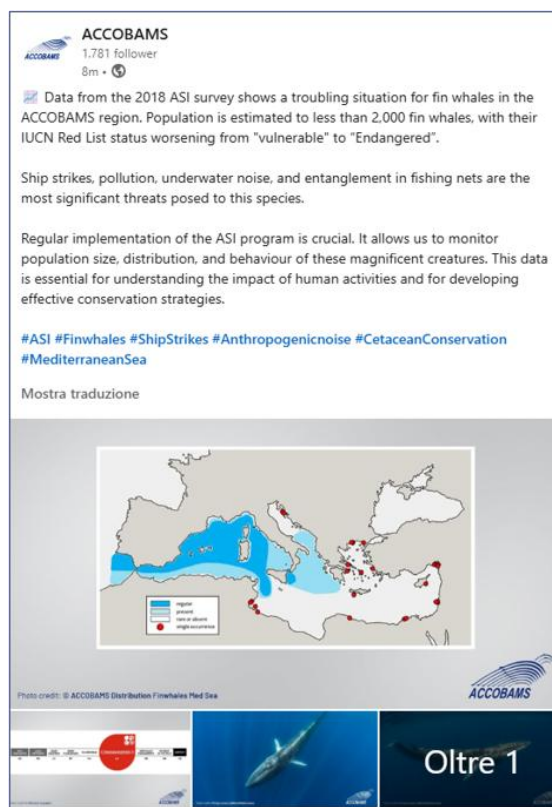
Évolution du nombre total d'interactions avec le contenu sur toutes les plateformes de réseaux sociaux de l'ACCOBAM



Évolution du nombre total d'impressions de pages sur toutes les plateformes de réseaux sociaux de l'ACCOBAMS

La campagne LinkedIn ASI-II :

La campagne LinkedIn ASI-II, illustrée dans l'image ci-dessous, constitue un exemple réussi de la contribution des actions de l'ACCOBAMS en matière de réseaux sociaux à la promotion des objectifs de l'Accord. Elle a suscité un engagement considérable. La [campagne](#) comprenait deux vidéos et trois ressources complémentaires, et a généré au total 2 072 interactions.

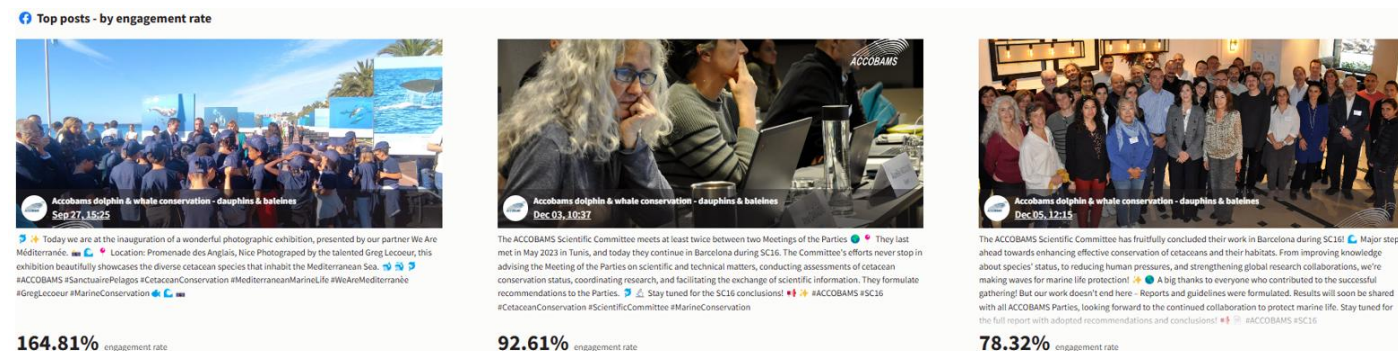


Publication LinkedIn dans le cadre de la campagne ASI-II

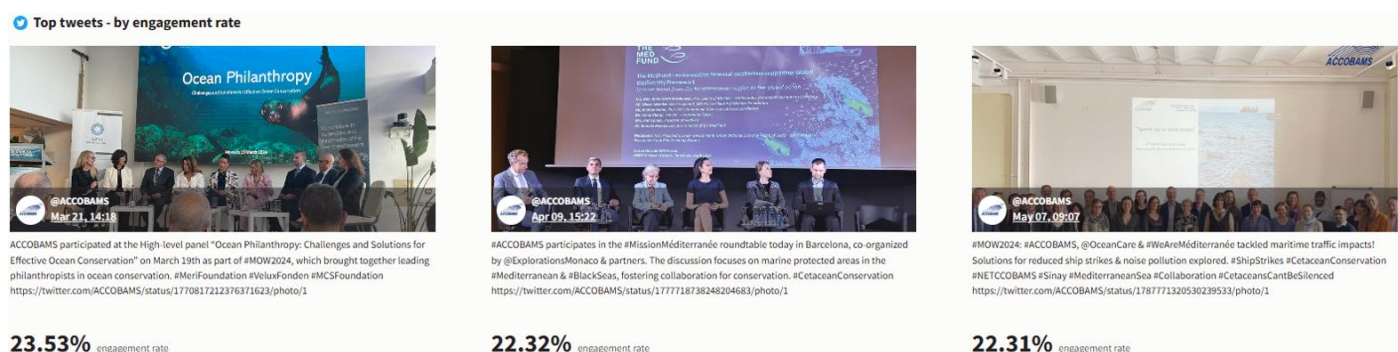
Publications les plus performantes selon le taux d'engagement:

Les rapports trimestriels sur les réseaux sociaux ont également permis au Secrétariat d'identifier, chaque année, la publication la plus performante sur chaque plateforme, sur la base **du taux d'engagement**. Le taux d'engagement mesure l'interaction des utilisateurs (mentions « j'aime », partages, commentaires) par rapport à la portée (nombre total d'utilisateurs ayant vu la publication), ce qui en fait un indicateur efficace pour évaluer la capacité d'un contenu à établir une connexion avec son audience.

Les publications les plus performantes par plateforme en 2024 et 2025 sont listées ci-dessous.



Publications les plus performantes sur Facebook en 2024



Publications les plus performantes sur Twitter en 2024



Publications les plus performantes sur LinkedIn en 2024



During the recent 36th Annual Conference of the European Cetacean Society titled "Navigating Waters of Change" held in Ponta Delgada, Azores, from May 12-16, 2025, the ACCOBAMS Secretariat organized 3 workshops: 🐬 Advances in Marine Mammal Telemetry: Technologies, Analyses, Best Practices, and Future Perspectives 🐬 Enhancing Whale-Watching Practices for Cetacean Conservation (an ACCOBAMS Workshop) – Joint workshop with SPA RAC 🐬 Cetacean Culture: Navigating Change in the ACCOBAMS Region and Beyond – Joint workshop with CMS Thanks to all co-organizers and participants for your contributions in advancing cutting-edge issues aimed at long-term cetacean conservation. Your dedication and collaboration are crucial in our mission to protect marine life! #ACCOBAMS #ECS2025 #MarineConservation #CetaceanConservation #SustainableOceans 🐬 Telemetry 🐬 WhaleWatching 🐬 CetaceanCulture 🐬 SPARAC 🐬 CMS

146.91% engagement rate



The ACCOBAMS Secretariat, along with IUCN, MedPAN-network, and WWF Mediterranean, attended the 17th Meeting of the SPA/BD Focal Points, Istanbul, Türkiye, gathering the majority of Contracting Parties to the Barcelona Convention. 🐬 Focus was made on key strategic documents for future biodiversity efforts in the Mediterranean to be then presented at the upcoming MAP Focal Points Meeting (16-19 September 2025, Athens) and COP 24 of the Barcelona Convention (2-5 December 2025, Cairo). Congratulations are in order since 2025 marks 40 years of SPA RAC to the service of the Mediterranean, supporting local communities and preserving maritime heritage for the benefit of future generations. 🐬 ACCOBAMS is proud to continue collaborating in our shared mission for marine conservation. #ACCOBAMS #SPARAC #UNEPMap #BarcelonaConvention #MarineBiodiversity #Mediterranean #40YearsSPARAC #Conservation

123.74% engagement rate



At the end of last month, the ACCOBAMS Workshop on Fisheries Interaction took place, during which ongoing work from 5 FAO-GFCM-funded projects was presented. The workshop also highlighted the results of additional projects focused on monitoring and mitigating bycatch of vulnerable species and dolphin depredation in the Mediterranean and beyond. 🐬 A big thank you to all the participants for your valuable contributions! 🐬 #Fisheries #Bycatch #DolphinDepredation #MarineConservation #Mediterranean #VulnerableSpecies #ACCOBAMS #FAOGFCM #Sustainability #CollaborativeEfforts #MarineScience

74.15% engagement rate

Publications les plus performantes sur Facebook en 2025



The ACCOBAMS Follow-up Committee convenes in Nice (2-3 Sept) for its 4th Meeting. The Committee plays a key role in reviewing compliance, providing recommendations & supporting cooperation among Parties. #Accountability #MarineConservation <https://twitter.com/ACCOBAMS/status/1963242086351542648/photo/1>

31.03% engagement rate



The ACCOBAMS Secretariat joined the 12th EcAp Coordination Group & 2025 MAP Focal Points Meetings in Athens. Key topics: updated underwater noise factsheets, #ASI-II, and preparations for #COP24. #MarineConservation #OceanProtection <https://twitter.com/ACCOBAMS/status/1968330329032360318/photo/1>

21.28% engagement rate



Last month, ACCOBAMS' Secretariat participated in the Together for the Med Steering Committee workshop in Tunis. The focus? Strengthening strategies to protect Mediterranean biodiversity! 🐬 #MPA #Sustainability #MarineConservation <https://twitter.com/ACCOBAMS/status/1897643070549602724/photo/1>

20.83% engagement rate

Publications les plus performantes sur X en 2025



📍📸 The ACCOBAMS Secretariat, alongside IUCN, MedPAN, and WWF Mediterranean, attended the 17th Meeting of the SPA/BD Focal Points in Istanbul, Türkiye, gathering most Contracting Parties to the Barcelona Convention. The meeting focused on key strategic documents for future biodiversity efforts in the Mediterranean, which will be presented at the upcoming MAP Focal Points Meeting (16–19 September 2025, Athens) and COP 24 of the Barcelona Convention (2–5 December 2025, Cairo). 🌊 This year also marks 40 years of SPA/RAC's commitment to the Mediterranean, supporting local communities and preserving maritime heritage for future generations. ACCOBAMS is proud to continue collaborating in this shared mission for marine conservation. #ACCOBAMS #SPARAC #UNEPMAP #BarcelonaConvention #MarineBiodiversity #Mediterranean #40YearsSPARAC #Conservation

46.66% engagement rate



ACCOBAMS is proud to be part of the Together for the Med network, established in 2017 to reduce the impact of fishing, restore vulnerable habitats, and reinforce Marine Protected Areas for the benefit of both ecosystems and human communities. Last month, the ACCOBAMS Secretariat participated as a member of the Steering Committee at the network's workshop in Marsa, Tunis, Tunisia. This workshop, organized by BlueSeeds, focused on strengthening intervention strategies and building on past initiatives to advance marine conservation efforts. The Together for the Med network brings together NGOs, International Organisations, research centers, private companies, and foundations to promote co-management at a regional level through communication, experience sharing, and capacity building within coastal communities. 📌 Stay tuned for more updates on our collaborative efforts to protect Mediterranean biodiversity! 🌊🐟 #TogetherForTheMed #ACCOBAMS #MarineConservation #MediterraneanBiodiversity #MPA #Sustainability

42.23% engagement rate



🔊 Underwater noise: where we come from and where we go? This critical question was addressed by Maylis Salivas, Executive Secretary of ACCOBAMS and member of the SeaSounds Supervisory Board, during the first SeaSounds workshop, held in Hyères, France, from 9–14 February 2024. In her presentation, "Management of underwater noise issues by ACCOBAMS at the regional level (Mediterranean and Black Seas)," she highlighted ongoing efforts to mitigate the impact of noise pollution on marine life. The SeaSounds project, of which ACCOBAMS is an associated partner, is funded by the European Union and aims to advance marine soundscape characterization for effective noise pollution reduction. This initiative is the first MSCA-DN (and H2020 MSCA-ITN) strategic action dedicated to cutting-edge research on field measurements, noise generation and propagation models, and their impact on biodiversity. 📌 Learn more about the project here: <https://lnkd.in/d/yvymXDG> Stay tuned for updates on our ongoing efforts to protect marine life and reduce underwater noise pollution! 🌊🐟 #SEASOUNDS #ACCOBAMS #MarineConservation #UnderwaterNoise

39.35% engagement rate

Publications les plus performantes sur LinkedIn en 2025

5. ÉVÈNEMENTS PRÉSENTIELS

Conformément au point II.2 de la stratégie de communication de l'ACCOBAMS, en particulier à la section II.2.4, « Événements en présentiel », entre 2023 et 2025, le Secrétariat de l'ACCOBAMS a régulièrement participé à des événements et réunions nationaux et internationaux. Cette participation a permis de renforcer la visibilité de l'ACCOBAMS, d'offrir une plateforme de diffusion d'informations sur son rôle et ses activités auprès de publics plus larges, et de consolider la collaboration avec les parties prenantes pertinentes dans le domaine de la conservation de l'environnement. Elle a également contribué à affirmer la réputation de l'ACCOBAMS en tant qu'organisation régionale de coopération efficace et fiable pour la conservation des cétacés.

Le Comité Scientifique a également présenté plusieurs travaux lors de réunions techniques, de formations et d'ateliers.

Le tableau ci-dessous présente une liste non exhaustive des événements en présentiel auxquels le Secrétariat de l'ACCOBAMS a participé au cours de la période 2023-2025.

DATES	NOM DE L'ÉVÈNEMENT	LIEU	ORGANISÉ PAR
2023			
9-10 mars	Meeting of the Ecosystem Approach Correspondence Groups on Monitoring (CORMON), Biodiversity and Fisheries	Athènes, Grèce	UNEP/MAP
16 - 20 avril	34th ECS Annual Conference	Galice, Espagne	ECS
5 mai	Sixteenth meeting of the GFCM Compliance Committee	Rhodes, Grèce	GFCM
22 mai	Final Meeting of QUIETSEAS	Bruxelles, Belgique	QUIETSEAS

DATES	NOM DE L'ÉVÈNEMENT	LIEU	ORGANISÉ PAR
22-24 mai	Sixteenth Meeting of SPA/BD Focal Points	Malte	SPA/RAC
14-15 juin	Working group on cetacean monitoring under MSFD	Rome, Italie	ABIOMMED
19 juin	EU - Technical Group on Underwater Noise (TG-Noise)	En ligne	European Commission (DG ENV)
27-28 juin	Integrated Meeting of the Ecosystem Approach Correspondence Groups (CORMONs)	Athènes, Grèce	UNEP/MAP
12-13 septembre	Workshop 'Together for the Med'	Malaga, Espagne	Together for the Med'
10 octobre	National French Committee – Pelagos Sanctuary	Bastia, France	Pelagos France
7 novembre	World Shipping Council Conference	Bruxelles, Belgique	World Shipping Council
20-22 novembre	Pelagos Agreement 9 th Meeting of the Parties	Nice, France	Pelagos Agreement
12 décembre	ABIOMMED Final Scientific Conference	Athènes, Grèce	ABIOMMED
2024			
12-17 février	14th Meeting of the Conference of the Parties to the Convention on the Conservation of Migratory Species of Wild Animals (CMS COP14)	Samarkand, Ouzbékistan	CMS
8-12 avril	35th ECS Annual Conference,	Catane, Sicile, Italie	ECS
16-18 avril	6th edition of the IETA-led European Climate Summit	Florence, Italie	IETA
9 juillet	Round table: Noise, collisions & solutions	Genève, Suisse	IFAW
12-13 juillet	Colloque Pêche ou Surpêche	Monaco	Académie de la Mer
10-12 septembre	10th Meeting of the Parties to the Agreement on the Conservation of Small Cetaceans in the Baltic, North East Atlantic, Irish and North Seas (ASCOBANS)	Odense, Danemark/ En ligne	ASCOBANS
17-20 septembre	7th Meeting of the Sessional Committee of the CMS Scientific Council	Bonn, Allemagne	CMS
16 octobre	National French Committee – Pelagos Sanctuary	Menton, France	Pelagos France
2025			
9-14 février	First SEASOUNDS Workshop Underwater noise pollution, bridging the gaps between wave physics and life science	Hyères, France	SEASOUNDS
mars	Workshop Together for the Med Network	Tunis, Tunisie	Blue Seeds
7-8 avril	Meeting of the Ecosystem Approach Correspondence Group on Monitoring (CORMON) Biodiversity and Fisheries held on 7 and 8 April 2025	Athènes, Grèce	UNEP/MAP
9-10 avril	11th Meeting of the SAPBIO National Correspondents	Athens, Greece	UNEP/MAP
12-16 mai	36th ECS Annual Conference	Açores, Portugal	ECS

DATES	NOM DE L'ÉVÈNEMENT	LIEU	ORGANISÉ PAR
20- 22 mai	Seventeenth Meeting of SPA/BD Focal Points	Istanbul, Türkiye	SPA/RAC
29 mai	EU - Technical Group on Underwater Noise (TG-Noise)	En ligne	European Commission (DG ENV)
3-6 juin	One Ocean Science Congress	Nice, France	UN
7-8 juin	Blue Economic Finance Forum	Monaco	
9-13 juin	Third United Nations Ocean Conference (UNOC3)	Nice, France	UN
juillet	Academie de la Mer	Monaco	Academie de la Mer
15 septembre	12th Meeting of the Ecosystem Approach Coordination Group	Athènes, Grèce	UNEP/MAP
16-19 septembre	Meeting of the MAP Focal Points	Athènes, Grèce	UNEP/MAP

6. NETCCOBAMS

Le développement de la plateforme NETCCOBAMS au cours de la période 2022-2025 a joué un rôle déterminant dans la réalisation des objectifs de la stratégie de communication de l'ACCOBAMS. En effet, cette plateforme a contribué de manière significative à améliorer la qualité et la cohérence de la diffusion de l'information. Elle a facilité la communication interne entre les parties prenantes de l'ACCOBAMS, tout en renforçant la communication externe en offrant au grand public un accès élargi à des informations sur la conservation des cétacés.

Les chiffres clés en septembre 2025 sont les suivants :

- 119 utilisateurs enregistrés, dont 40 actifs au cours des 12 derniers mois
- 800 Mo de données ASI (ACCOBAMS Survey Initiative)
- 1.2 Go de données pour les autres projets
- 13 To de données AIS utilisées pour le module de cartographie du bruit et le suivi des navires, depuis 2020
- 8 cartes de bruit produites dans le module Acoustique : janvier et juillet de chaque année depuis 2023, plus juillet 2020 et juillet 2021
- Indicateurs de trafic maritime suivis depuis janvier 2023 avec le module VisiZone :
 - o 41,7 millions de messages AIS traités correspondant à 5 186 navires uniques équipés d'un système AIS ayant traversé le sanctuaire Pelagos, 11 millions de kilomètres parcourus dans la zone en 81 000 passages de navires.
- 69 activités, dont:
 - o 24 rapports nationaux pour compilation en ligne
 - o 6 référentiels pour les documents liés à la Conférence des pays de la Méditerranée du Sud (CSMC)
 - o 8 référentiels pour les documents liés aux Réunions des Parties (MOP)
 - o 5 référentiels pour les documents liés aux Réunions du Comité scientifique (SC11 à SC15)
 - o 26 projets de recherche et de conservation (ACCOBAMS Survey Initiative, Noise Hotspots, Noise Registers etc.)
 - o Coopération et collaborations : MEDACES, INFO/RAC et autres initiatives régionales

Le document [ACCOBAMS-MOP9/2025/Doc29 Rapport sur l'utilisation du NETCCOBAMS] fournit plus de détails sur le développement de la plateforme.

7. IDENTIFIANTSS NUMÉRIQUES D'OBJETS (DOIs¹)

Lors de sa **Quinzième Réunion (Monaco, format hybride, 22-23 novembre 2023)**, le Bureau de l'ACCOBAMS a demandé au Secrétariat d'attribuer des **identifiants numériques d'objets (DOI)** à tous les documents pertinents de l'ACCOBAMS. Ce processus vise à faciliter l'accès aux documents clés en vigueur, ainsi qu'aux décisions des Parties. À cet égard, il s'aligne sur les buts et objectifs spécifiques de la Stratégie de communication de l'ACCOBAMS, notamment en ce qui concerne l'amélioration de la qualité et de la cohérence de la diffusion de l'information.

En effet, les DOI sont des identifiants numériques permanents qui garantissent un accès en ligne stable et fiable à un objet spécifique, tel qu'un document. Même si le lien d'origine change, le DOI reste fonctionnel, garantissant ainsi une accessibilité continue. À cet égard, la citation consistante rendue possible par les DOI **améliorera la visibilité et l'accessibilité des documents de l'ACCOBAMS** et facilitera les références scientifiques.

Pour faciliter cette mise en œuvre, une consultante, Mme Pauline Gauffier, a été engagée et a travaillé à la mise en œuvre du système DOI sur le site internet de l'ACCOBAMS pour tous les Règlement Intérieurs, Lignes Directrices et Meilleures Pratiques en vigueur.

L'image ci-dessous illustre la manière dont les documents sont désormais présentés suite à la mise en œuvre du système DOI sur le site internet de l'ACCOBAMS.

Publication type	Report
Publication Subtype	Rules of Procedure
Title	Rules of Procedure of the Scientific Committee
DOI	10.70978/JRIG5218
Author(s)	ACCOBAMS
Status	In force
Year Published	2022
Adopted by	Resolution 8.3 (MOP8)
Version in force	version 7
Previous versions	2002, 2007, 2010, 2013, 2016, 2019
Language	ENGLISH
Translations	ENGLISH, FRENCH
Publisher	ACCOBAMS
Description	6 p.

Présentation du Règlement Intérieur du Comité Scientifique sur le site internet de l'ACCOBAMS après la mise en œuvre du système DOI.

Ces développements ont été présentés lors de la **Dix-septième Réunion du Bureau de l'ACCOBAMS (13-14 février 2025, hybride, Monaco)**.

¹ En anglais : Digital Object Identifier (DOI)

Au cours de cette Réunion, des suggestions ont été formulées en faveur de l'adoption de formats de citation standardisés et de la mise à jour de tous les documents concernés avec leur DOI correspondant, des Lignes directrices "Comment citer" ainsi que la référence Crossmark, conformément à la Stratégie de Communication.

« Le Bureau a félicité les progrès accomplis par le Secrétariat dans cette question et lui a demandé de préparer un document pour examination et discussion lors de la prochaine Réunion du Bureau Étendu (avril 2025).

Ce document doit inclure :

- a) Une liste des documents disponibles sur le site internet de l'ACCOBAMS auxquels un DOI pourrait être attribué (par exemple, Résolutions, réunions, rapports, etc.) ;
- b) Une analyse plus approfondie des différentes options de citation pour divers types de documents, y compris une évaluation juridique concernant l'attribution des auteurs et des droits de propriété intellectuelle pour les documents préparés par des experts sous contrat. »

Pour plus de détails sur ces deux documents, voir respectivement [ACCOBAMS-MOP9/2025/Inf09 Note on Digital Object Identifiers: including proposed list of documents that could be assigned a DOI] et [ACCOBAMS-MOP9/2025/Inf10 Legal assessment of authorship and intellectual property rights].

La **Sixième Réunion du Bureau Étendu de l'ACCOBAMS (Nice, 23-24 avril 2025)** a demandé au Secrétariat de continuer à suivre la question des DOI, ainsi que les aspects liés à l'attribution des auteurs et aux droits de propriété intellectuelle, afin d'assurer le suivi de leur mise en œuvre concrète.

Afin de contrôler la mise en œuvre du système DOI, le Secrétariat reçoit des rapports mensuels qui permettent d'évaluer régulièrement les performances.

Le dernier rapport reçu, en septembre 2025, indique que le système DOI de l'ACCOBAMS a enregistré 171 tentatives de résolution, toutes réussies, ce qui représente un taux de réussite de 100 %. Au cours des sept derniers mois, l'activité a varié, atteignant un pic de 355 tentatives en février 2025. En septembre 2025, 35 DOI uniques ont été consultés, le plus populaire étant le DOI 10.7078/NPSR864 correspondant aux *Guidelines to address the impact of anthropogenic noise on cetaceans in the ACCOBAMS area*, résolu à 23 reprises. Parmi les publications ayant généré de l'engagement figurent les *ACCOBAMS Best Practices on Population Genetics* (5 résolutions) and *Technical Measures to Minimize Cetacean-Fishery Conflicts* (11 résolutions). Globalement, le système démontre une performance robuste, sans échec de résolution (handle failure), et une croissance constante de l'utilisation des DOI.

Le rapport reçu en septembre 2025 est présenté ci-dessous à titre de référence. Tous les rapports mensuels suivent cette même structure.

Resolutions by month

This section of the report provides the total number of resolutions per month for the past 12 months, by prefix (count) and overall (all members).

Months	2025-09	2025-08	2025-07	2025-06	2025-05	2025-04	2025-03	2025-02	2025-01	2024-12	2024-11	2024-10	2024-09
Resolution Attempts	171	142	209	121	92	170	165	355	265	na	na	na	na
Resolution Successes	171	139	209	120	92	168	165	353	260	na	na	na	na

Total Attempts for all members	2,016,148,238	1,689,895,054	1,411,970,444	1,415,525,974	1,506,613,755	1,684,773,842	1,773,602,938	1,436,573,013	1,555,888,380	1,287,302,113	1,400,445,533	1,427,764,935	1,414,963,781
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This month's popular DOIs

Below are the top 10 successfully resolved DOIs for this month. This list represents the most popular DOIs, as measured by the number of times each DOI was successfully resolved.

Top 10 DOIs	Successful Resolutions to DOI
10.70978/NPRS8964	23
10.70978/CGGI7445	18
10.70978/CZWC4257	11
10.70978/FDZG3649	10
10.70978/IRJG5218	9
10.70978/TOMZ4138	8
10.70978/BVLQ1605	8
10.70978/ZVPP3702	7
10.70978/XBBK8492	7
10.70978/RQHH1231	7

Resolutions by the numbers

This section of the report provides the resolution counts for the report prefix.

Resolutions attempts	171
Resolved at Handle	171
Handle Failures	0
Resolved at local link server	0
Unique DOIs attempted	35
Unique DOIs resolved at handle	35
Unique DOIs that failed at handle	0
Unique DOIs resolved at local link server	0

Successful resolution counts by publication title or typeThe number of total **DOI** resolutions per title or type

Publication Title	Total Resolutions	Unique DOIs
ACCOBAMS Best Practices on population genetics	5	1
ACCOBAMS Mediterranean technical assessment on anthropogenic underwater noise, by A. Maglio, A. Azzellino, J.F. Borsani, M. Bou, L. Ceyrac, V. Frassà, F. Le Courtois, A. Prospathopoulos, M. Salivas	4	1
Agreement on the Conservation of Cetaceans of the Black Sea, Mediterranean Sea and contiguous Atlantic Area	2	1
Best Practices for cetacean postmortem investigation, tissue sampling and for the development of diagnostic frameworks for specific threat to be investigated during cetaceans' strandings	6	1
Best Practices to assess the impact of chemical pollution on cetaceans / to measure the chemical contamination on cetaceans	2	1
Guidelines concerning best practice and procedure for addressing cetacean mortality events related to chemical, acoustic and biological pollution	5	1
Guidelines for a coordinated cetacean stranding response during mortality events caused by infectious agents and harmful algal blooms	7	1
Guidelines for commercial cetacean-watching in the ACCOBAMS area	8	1
Guidelines for technical measures to minimise cetacean-fishery conflicts in the Mediterranean and Black Seas	11	1
Guidelines for the criteria for the selection of Protected Areas	3	1
Guidelines for the establishment of a system of tissue banks within the ACCOBAMS area and the ethical code	4	1
Guidelines for the management of cetacean watching activities in the ACCOBAMS area	18	1
Guidelines for the release of captive cetaceans into the wild	3	1
Guidelines on the granting of exceptions to article ii, paragraph 1, for the purpose of non-lethal in situ research in the Agreement area	4	1
Guidelines to address the impact of anthropogenic noise on cetaceans in the ACCOBAMS area	23	1
Lignes Directrices concernant les meilleures pratiques et procédures pour gérer les épisodes de mortalité des cétacés dus à la pollution chimique, acoustique et biologique	1	1
Lignes Directrices pour des mesures techniques en vue de réduire les conflits pêche-cétacés	1	1
Lignes Directrices pour l'observation des cétacés à des fins commerciales dans la zone de l'ACCOBAMS	1	1
Lignes Directrices pour la création d'un système de banques de tissus au sein de la zone ACCOBAMS et code d'éthique	1	1
Lignes Directrices pour la gestion des activités d'observation des cétacés dans la zone de l'ACCOBAMS	2	1
Lignes Directrices pour la remise en liberté des cétacés dans leur environnement naturel	1	1
Lignes Directrices pour la surveillance de l'aire de distribution des cétacés, l'abondance et les caractéristiques démographiques des populations	1	1
Lignes Directrices pour traiter l'impact du bruit d'origine anthropique sur les cétacés dans la zone de l'ACCOBAMS	1	1
Lignes Directrices pour une coordination en cas d'échouages de cétacés lors d'épidémies causées par des agents infectieux et des blooms phytoplanctoniques nocifs	1	1
Lignes Directrices sur l'octroi de dérogations à l'article ii, paragraphe 1), aux fins de recherches in situ non-létales dans la zone de l'Accord	1	1
Meilleures pratiques de l'ACCOBAMS sur la génétique des populations de cétacés	3	1
Meilleures Pratiques pour l'étude post-mortem des cétacés, l'échantillonnage des tissus et pour le développement de cadres de diagnostic pour les menaces spécifiques à étudier lors de d'échouage de cétacés	1	1
Monitoring guidelines to assess cetaceans' distributional range, population abundance and population demographic characteristics	7	1
Report of the ECS-ACCOBAMS Workshop on Cetacean Culture: Navigating Change in the ACCOBAMS Region and Beyond	8	1
Rules of Procedure for the Bureau of the Parties to the Agreement on the Conservation of Cetaceans of the Black Sea, Mediterranean Sea and Contiguous Atlantic Area	7	1
Rules of Procedure for the Meeting of the Parties	10	1
Rules of Procedure of the Scientific Committee	9	1
Règlement intérieur de la Réunion des Parties	2	1
Règlement intérieur du Bureau des Parties à l'Accord sur la Conservation des Cétacés de la mer Noire, de la Méditerranée, et de la zone atlantique adjacente	3	1
Règlement intérieur du Comité Scientifique	5	1

8. UTILISATION DU LOGO DE L'ACCOBAMS

Au cours de la période triennale, les partenaires de l'ACCOBAMS ont joué un rôle important dans la mise en œuvre des dispositions, des Lignes Directrices et des Meilleures Pratiques de l'ACCOBAMS. Leur statut officiel de Partenaires de l'ACCOBAMS a également contribué à renforcer la visibilité de l'Accord, notamment grâce à l'affichage du logo de l'ACCOBAMS lors de leurs événements et dans leurs publications ou sur leur site internet. Les détails des activités des Partenaires sont fournis dans le document [ACCOBAMS-MOP9/2025/**Inf06** Reports of ACCOBAMS Partners].

Le tableau suivant résume les cas dans lesquels les Partenaires de l'ACCOBAMS ont déclaré avoir affiché le logo des Partenaires de l'ACCOBAMS.

PARTENAIRE ACCOBAMS	AFFICHAGE DU LOGO DES PARTENAIRES DE L'ACCOBAMS
ARCHIPELAGOS INSTITUTE OF MARINE CONSERVATION	Affiché sur les quatre bateaux de recherche d'Archipelagos et dans toutes les présentations des parties prenantes sur des sujets liés à la recherche sur les mammifères marins.
DELPHIS NGO	Affiché sur le site internet officiel de l'ONG Delphis.
DELTA APS - DELFINI E TARTARUGHE NEL GOLFO DI TRIESTE, ITALIA	Affiché sur le site internet DELTA APS
DMAD - MARINE MAMMALS RESEARCH ASSOCIATION	Affiché lors d'activités de sensibilisation.
GREEN BALKANS NGO	Affiché dans les présentations et dans le cadre des activités de renforcement des capacités et de sensibilisation du public.
KYMA SEA CONSERVATION & RESEARCH	Affiché sur le site internet du Centre de coopération pour la Méditerranée de l'UICN.
MADEIRA WHALE MUSEUM	Affiché lors des sessions de formation des opérateurs WW à l'utilisation de l'application Ilogwhale pour mettre en œuvre le protocole de collecte de données.
MARE NOSTRUM NGO	Affiché dans leurs activités.
MARECAMP ASSOCIAZIONE ODV	Affiché sur les documents officiels, les rapports scientifiques et les supports de communication liés à la conservation des cétacés. Également affiché sur le site web, les réseaux sociaux, les présentations de conférences, les supports pédagogiques destinés aux programmes de formation, les campagnes de sensibilisation du public et les événements officiels.
MORIGENOS - SLOVENIAN MARINE MAMMAL SOCIETY	Affiché sur le site internet.
OCEANOMARE DELPHIS APS	Affiché sur le site internet et dans les formations MMO/PAM.
SWISS CETACEAN SOCIETY - SCS	Affiché sur le site internet de la SCS, dans les rapports d'activité et sur le papier à en-tête du SCS.
TURKISH MARINE RESEARCH FOUNDATION (TUDAV)	Affiché sur des communiqués de presse.
UNIVERSITAT DE VALÈNCIA	Affiché sur MEDACES.
WE ARE MÉDITERRANÉE	Affiché sur le site internet.

Annexe I - Strategic Plan for ACCOBAMS Social Media

ACCOBAMS

Social Media Strategic Plan



FCB LISBOA

April 2023



OBJECTIVE

INTRODUCTION

The Agreement on the Conservation of Cetaceans of the Black Sea, Mediterranean Sea and contiguous Atlantic area ACCOBAMS is an Intergovernmental Organization (IGO) among 24 countries, created under the aegis of the Bonn Convention (CMS) on the Conservation of Migratory Species of Wild Animals.

As a legal conservation tool based on cooperation, its aim is to reduce threats to cetaceans remarkably by improving current knowledge about these animals.

A parent organization, CMS provides for the creation of binding instruments specific to the particularities of certain regions. The ACCOBAMS was signed on 24 November 1996 and entered into force on 1 June 2001. The Secretariat's headquarters are in the Principality of Monaco.

GENERAL OBJECTIVE

ACCOBAMS aims to make its *raison d'être* more visible by drawing the attention of wider audiences to the real threats to the lives of cetaceans.



STRATEGY

STRATEGY

The communication strategy aims to generate a virtuous cycle where visibility increases the opportunities for cooperation to produce knowledge and increase the reputation of ACCOBAMS so that it can generate more resources to further develop its activity, as a leading organization in the protection of cetaceans in a specific region and in the development of knowledge to help countries, organizations and individuals dealing with cetaceans around the world.



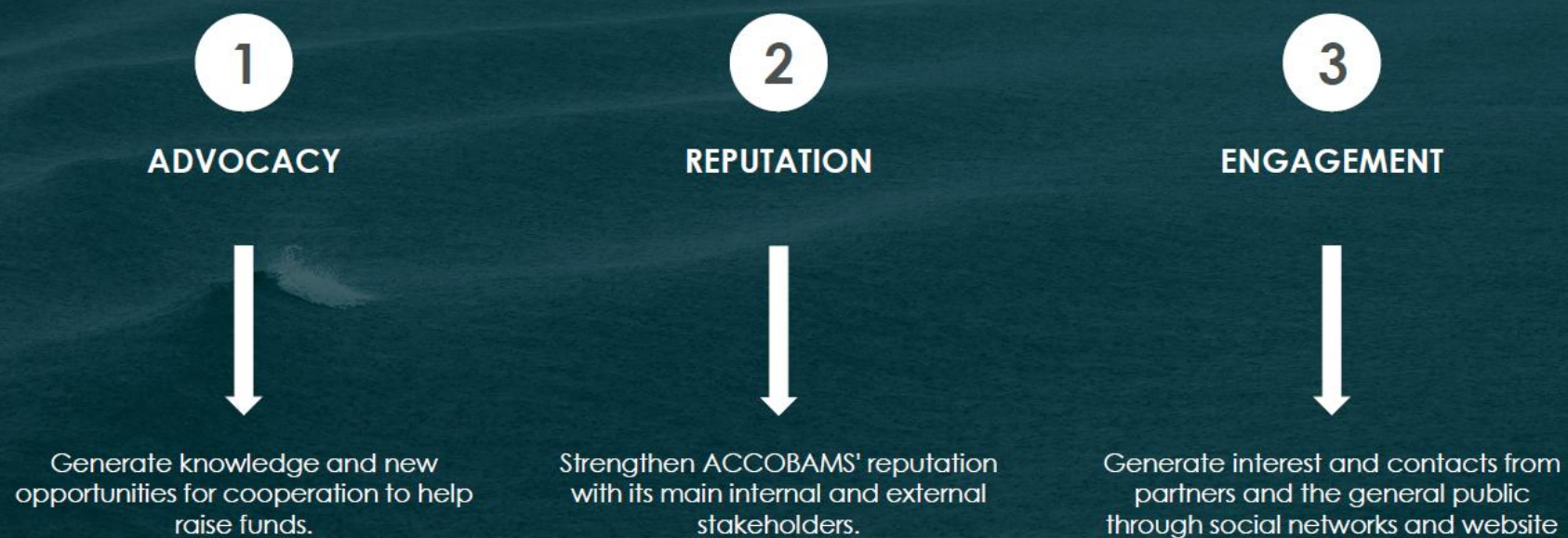
Have an active voice

Convey confidence

Solidify reputation

Grow and raise new funds

GENERAL STRATEGIC AXES



COMMUNICATION TARGETS



To establish ACCOBAMS' positioning, we must communicate a specific set of messages that will help establish our key communication goals – who we are, what we do and with what results – to increase brand awareness and reputation. How we convey these messages depends on the target audience we want to influence:

National Focal Points	INTERNAL TARGETS
Bureau & Units Coordination	
Scientific committee	
IGO & NGO Partners	
Specialist Organisations and Professional Associations	EXTERNAL TARGETS
Academy & Researchers	
General Public	
Media	

MESSAGE BY TARGET

National Focal Points

ACCOBAMS is a unique cooperation mechanism that provides support, knowledge and assistance in the development and execution of national actions to protect cetaceans, improve the capacity of each country to protect whales and dolphins and their environment.

Bureau

Scientific committee

ACCOBAMS provides reliable, up-to-date data to help you produce accurate scientific advice on how to better protect cetaceans.

Coordination Units

ACCOBAMS is the best partner of cetaceans, providing knowledge and up-to-date information about these animals.

IGO Partners

ACCOBAMS is the best partner of cetaceans, providing knowledge and up-to-date information about these animals.

NGO Partner

ACCOBAMS gives you the credibility, knowledge and up-to-date information you need to develop your cetacean projects.

CONTENT STRATEGY



By content, we mean all information produced by ACCOBAMS (and some specific third parties) that may be transmitted to its various audiences. We consider the following types of content:

- Planned content created by ACCOBAMS
- Episodic content curated by ACCOBAMS

Brand Positioning	Key Messages	PLANNED
Organizational Activities	Events, meetings, etc.	
Products	ASI results, NTETCCOBAMS, HQWW®	
Brand Activities	Special days, Donation campaigns,...	
Partner Activities	Carried out in partnership	EPISODIC
Media News	Environment, pollution, oceans	

SPECIFIC THEMATIC AXES

The themes and messages detailed below will be used in the content plans to develop monthly in the following sections:

BRAND POSITIONING
BRAND ACTIVITIES
PARTNERS ACTIVITIES

Strandings / Marine strandings

Create national emergency response networks, exchange information on stranding occurrences & provide veterinarians in ACCOBAMS countries with training sessions on best practices of necropsies to ascertain causes of mortality.

Integrated management

Critical cetacean habitats = solutions to reconcile human activity and cetacean conservation.

Incidental catches in fisheries and Depredation

Reduce unwanted interactions.

Observation of cetaceans

Reduce negative impact: no animal harassment rules + good practices Code of Conduct brand HQWW@.

Depredation

Reduce unwanted interactions

Collisions

Promote preventive measures, especially in risk areas, with high intensity of maritime traffic.

Noise pollution

Monitor noise-generating activities and promote mitigation measures.

GENERAL KEY MESSAGES

KEY MESSAGE	MESSAGE	PROOF POINTS
WHO WE ARE	We are the only organization in the world especially focused on the protection and conservation of whales and dolphins in the Mediterranean, Black Sea and contiguous Atlantic area.	We are a credible global information center on the life and habitat of cetaceans.
	We have been an agreement and a commitment between 24 countries to protect whales and dolphins since 1996.	We are experts in all aspects related to cetaceans.
	ACCOBAMS is human knowledge and cooperation to protect and conserve the life of cetaceans.	We are a knowledge network of 24 countries.
		We are the largest database of information on cetaceans living in the Mediterranean, Black Sea and contiguous Atlantic area.

KEY MESSAGE	MESSAGE	PROOF POINTS
WHAT WE DO	We are a cooperation tool based on the production and exchange of information and knowledge to help countries, organizations and individuals protect cetaceans and their habitats.	We recommend measures to be implemented by countries to protect cetaceans and their habitats.
	Our result will consist of a permanent mapping of the cetacean population in order to constitute an up-to-date database on the state of this population and the impact of human activity, developing measures to mitigate the threats caused by it.	We certify tourism companies that develop dolphin/whale watching activities, providing fundamental learning.
	We help people and organizations help cetaceans and protect the environment surrounding these animals through training and education.	We monitor the seas to learn more about cetaceans living in our oceans (through our ACCOBAMS Survey Initiative).
	We respond to emergency situations involving cetaceans, helping member countries to install multi-articulated response systems and providing guidance to deal with them.	We monitor the seas to learn more about the impact of human activity on cetaceans: the number of maritime traffic routes the noise impact of maritime and mining activities the impact of pollution (especially plastics) the impact of fishing the growing number of strandings.
		We coordinate rescue operations for threatened and/or injured/sick animals.

KEY MESSAGE	MESSAGE	PROOF POINTS
HOW TO	We thrive by giving every country, every organization, and every individual the means to improve the lives and habitats of cetaceans, not just in our specific region, but around the world.	Thanks to ACCOBAMS, countries apply relevant and up-to-date protection and conservation measures in their respective maritime areas.
	We are a hub for the exchange of knowledge between people and institutions interested in making everyone respect the cetaceans who share the same planet with us.	Companies, associations and organizations are more aware of the impact of their activities to take corrective action.
	Our best result will be to ensure that cetaceans continue to play an important role in our present and future.	The general public is more aware of cetacean issues in the contiguous area of the Mediterranean, Black Sea and Atlantic. Younger (and future) generations are more aware of the environmental and sustainable aspects that involve cetaceans and marine animals in general.

TONE OF VOICE

The tone of voice in social media can vary greatly depending on the platform, the audience, and the purpose of the post. Generally, social media posts should be upbeat, friendly, and engaging. This can be achieved by using language that is conversational and relatable, avoiding overly technical terms.

Bellow we define **5 main attributes for ACCOBAMS tone of voice:**

1. **Serious** - Cultivate a reflective, sincere dialogue with the audience, engaging with information and educational content
2. **Respectful** - Demonstrate admiration and respect to the subject matter and audience
3. **Authentic** - Reliable and trustworthy as it is based on facts, open, honest and sincere
4. **Conversational** - Friendly and inviting, not overly formal
Enthusiastic - It conveys a positive attitude and excitement about the message
5. **Enthusiastic** - It conveys a positive attitude and excitement about the message





EXECUTION

SOCIAL NETWORKS



Develop for each FACEBOOK and TWITTER network a strategy of its own, adapted to the type of content that exists on each platform and the way it is consumed.

Number of posts per network/week = 2 (posts and/or story/reel).

Language: English.

Make communication appealing, inspiring and shareable, arousing curiosity and interaction with the community.

facebook

More informative content and focused on the areas and content defined in the strategic axes, content strategy and specific messages.

The use of dedicated stories on Facebook, communicating with the audience through votes, questions, comments and curiosities, is a way to explore.



We suggest the following techniques:

- Use a conversational tone,
- Short text
- Links
- 1-2 hashtags per Tweet
- Use of images, GIFs and/or videos whenever possible
- Surveys/questions
- Monitor events and conversations about current affairs.



Annexe II - Guidelines Policy for Social Media



GUIDELINES POLICY FOR SOCIAL MEDIA

ACCOBAMS – April 2023



FCB LISBOA

INDEX



1 Scope

2 Rules of conduct in the management of social media

3 Crisis communication management in social media

4 Platforms to be used

5 Teams responsible

6 Responsibility flow

7 Team communication flow flow

8 Design Guidelines

9 Response times

10 Questions & Answers (includes potential questions from the public)

11 Reporting



1. SCOPE

1. SCOPE

This document is a manual of standards and indications that serves as a guide for the teams in charge of managing social media.

The Manual aims to:

1. Define the ways of acting and managing interactions with digital communities;
2. Define the process of production and approval of content to be shared on social media;
3. Identify, in a clear and unequivocal way, how the team responsible for social media should act when facing different moments of interaction between Accobams and the digital community; and
4. Define the procedures in case of online crisis communication.

The social media platforms that should be considered, are the following:

- Facebook - facebook.com/ACCOBAMSDolphinsAndWhales
- Twitter - twitter.com/accobams

This document will be updated whenever necessary and according to changes related to the work process, frequency of publication, or specificities related to the communication axes of Accobams and the defined messages.



2. RULES OF CONDUCT IN THE MANAGEMENT OF SOCIAL MEDIA

2. Rules of conduct in the management of social media

Accobams internal team will be responsible for community management, including reacting to and answering comments on social media channels. As such, in order to ensure excellence in the daily management of social media interactions, we list below some best practices so the teams responsible for this area has guidance about the conduct that includes commitments about what they should and should not do.

Accobams Team:

- Represent the organization in line with the Governance Manual.
- Respect the social media-established tone of voice.
- Acknowledge positive and neutral comments and react only when appropriate.
- Assess the risk of not responding to a publication/comment/suggestion.
- React to publications that ask a question directly.
- Maintain simplicity, clarity, and consistency when responding to questions, always providing links to relevant sources of further information.
- Always refer the user to the appropriate private channel for the resolution of the situation they present (positive, neutral, or negative).
- Consider reactions to negative comments as opportunities to convert critics into ambassadors.
- Prioritize responses within the defined timings.
- Reflect on the content and respective metrics, identify new approaches to improve metrics, and make decisions so that innovation is a constant in the daily management of social networks.

2. Rules of conduct in the management of social media

Teams make commitments that they should not:

- React automatically and impulsively to different situations, whether positive, neutral, or negative.
- React to insults, negative rumors, complaints, or comments without identifying the situation as possible or real risk or crisis potential and without complying with the online crisis communication flow.
- Making prejudiced statements.



3. CRISIS COMMUNICATION MANAGEMENT IN SOCIAL MEDIA

3. Crisis Communication Management in Social Media

In the event of a crisis being detected on social media, the internal team must report the situation to the internal team according to defined rules and procedures, which will then forward the situation internally to those responsible and outline a messaging plan to be used on social media.

For the internal team, a single point of contact will be used to create the internal action plan and collect messages.

Although crisis management and monitoring services are not included in the contract, Central de Informação will alert Accobams if it detects any sensitive situation during the implementation of the monthly post plan and following the preparation and analysis of the quarterly activity reports.

Crisis management offices should be subject to a separate contract.



4. PLATFORMS TO BE USED

4. Platforms To Be Used

Social media planning and management will be implemented through a platform named **Swonkie**.

Swonkie is a social media management software, where the approval flows are, also, present. The post plan and the content produced by Central de Informação (copy) and FCB (images and Design) will be placed in a directory provided to Accobams through a link.

Accobams can easily access the contents, suggest modifications and final approval.



5. TEAMS

5. Teams

The teams responsible for the social media management work are divided are defined as:

1. External Team (Agencies)
2. Internal Team (Client)

These teams are formed as follows:

1. Central de Informação and FCB

Name	Position	Contact	Email	Agency
Teresa Figueira	Managing Partner	+351 918 463 830	teresafigueira@centraldeinformacao.pt	Central de Informação
Rui Paulo Martins	Content Manager	+351 919 923 752	ruipmartins@centraldeinformacao.pt	
Carolina Nogueira	Account Manager	+351 914 117 907	carolinanogueira@centraldeinformacao.pt	
Sónia Gonçalves	Account Director	+351 966 923 307	sonia.goncalves@fcblisboa.com	FCB Lisboa

5. Teams

2. Accobams

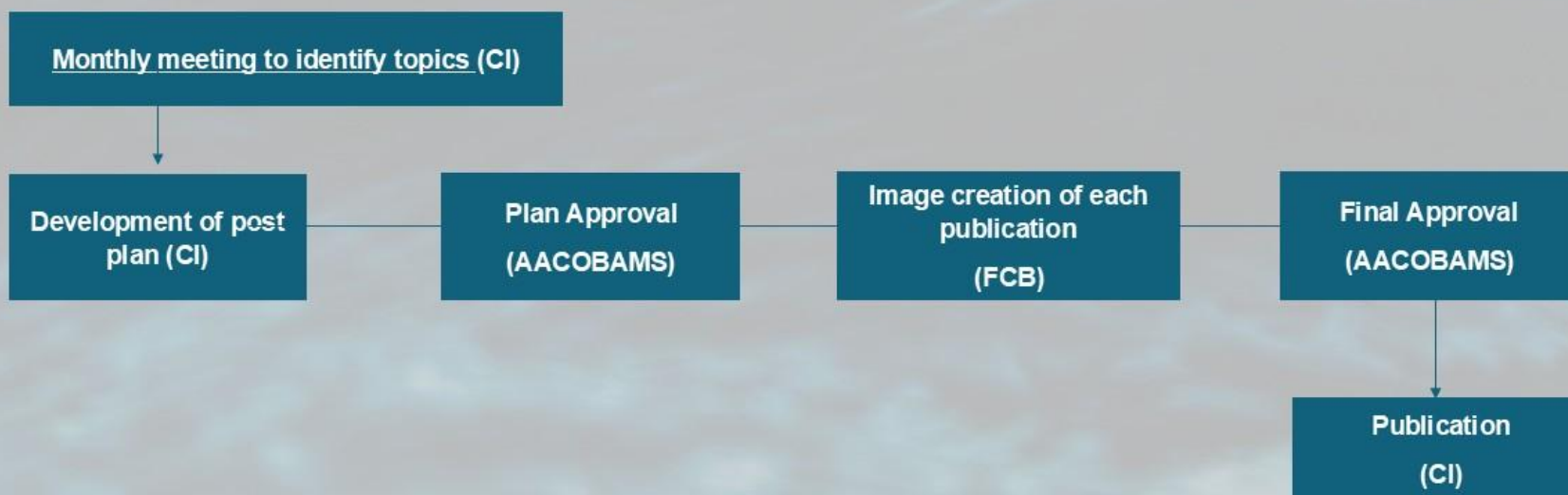
Name	Position	Contact	Email	Organization
Susana Salvador	Executive Secretary	+377 9898 8010	ssalvador@accobams.net	ACCOBAMS
Camille Montiglio	Assistant to the Executive Secretary	+377 9898 2078	cmontiglio@accobams.net	



6. RESPONSIBILITY FLOW

6. Responsibility Flow

For better preparation and anticipation of the topics to communicate and for excellence in the management of social channels, the post plan should be planned the previous month and should be sent for approval to Accobms until the 15th of each month. The development of the post plan, copy's, and images of each publication are the responsibility of Central de Informação and FCB. The approval of the publications plan (copy and images of the publications) is the responsibility of Accobams. **The creation and approval of these contents take place through the following flow:**





7. TEAM COMMUNICATION FLOW

7. Team communication flow

The preferred means of communication between the internal and external teams should always via email, to record all actions and decisions taken during the work defined by this Manual.

If there is an urgent issue the additional steps described should be taken until contact is made with the team member to be contacted.

Post final post plan to be approved through Swonkie



8. DESIGN GUIDELINES

8. Design Guidelines

The images present in our communication must reflect the topics addressed in each moment of communication.

The purpose of these images goes far beyond illustrating the theme, as they help to strengthen the connection between the theme and the reader, thus generating awareness and engagement.

As such, we should ensure:

- Favor images that are real. Images that convey the enormous richness of cetacean species, the threats these species face and the actions carried out in favor of their defense;
- Favoring images with blue tones and slightly saturated colors, as well as framing in a way that allows for the clear recognition of what is being displayed;
- Highlight relevant information through the text & image interaction, applying Barlow and Didonesque Ghost fonts for this purpose;

If it is not possible to use a photo, then, image compositions, illustrations (eg stylized silhouettes, scientific illustration), infographics, graphics or others, may be used if and only if ensuring these alternatives are always in line with the depicted themes.



8. Design Guidelines

To create a strong and coherent graphic identity, here are some aspects to bare in mind when creating digital content.

FACEBOOK POSTS (1200x628 px)

1. DIMENSION:

The logo shouldn't be smaller than the dimension presented bellow.



182 px

2. SAFETY AREA:

It is defined by combining the height of the word "ACCOBAMS" and the space between this word and the logo icon.



3. LOCATION:

The logo can be placed on any corner of the image. Depending on framing, readability and the existence (or not) of photographic credits.



4. COLORS:

Blue color of ACCOBAMS logo, white and black.



R:12 G:39 B:115



R:255 G:255 B:255



R:0 G:0 B:0

8. Design Guidelines

TWITTER POSTS (1600x900 px)

1. DIMENSION:

The logo shouldn't be smaller than the dimension presented bellow.



239 px

2. SAFETY AREA:

It is defined by combining the height of the word "ACCOBAMS" and the space between this word and the logo icon.



3. LOCATION:

The logo can be placed on any corner of the image. Depending on framing, readability and the existence (or not) of photographic credits.



4. COLORS:

Blue color of ACCOBAMS logo, white and black.



R:12 G:39 B:115



R:255 G:255 B:255



R:0 G:0 B:0

8. Design Guidelines

For both social media images, photographic credit's inclusion must be done as described bellow.

1. DIMENSION:

Half the size of the word ACCOBAMS.

2. SAFETY AREA:

The same as previously defined for the logo.

3. LOCATION:

Photo credits can be placed on any corner of the image. Depending on framing, readability and the inclusion (or not) of the logo.

4. COLORS:

The same as previously defined for the logo.

5. FONTS:

Barlow font family: Regular, Italic, SemiBold and SemiBold Italic.

Examples:



8. Design Guidelines

Fonts used:

Barlow Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(-)%&?!€#"@*

Barlow Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*0123456789(-)%&?!€#"@**

Barlow SemiBold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(-)%&?!€#"@*

Barlow SemiBold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(-)%&?!€#"@*

Didonesque Ghost
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(-)%&?!€#"@*



9. RESPONSE TIMES

9. Response times

For community management, which will be the responsibility of ACCOBAMS, response levels between 80% and 100% must be ensured on a monthly basis, with a maximum time limit of 24 hours on working days for checking and sending to the internal team in case extra information is required.

All messages should be based on the list presented in chapter 9 **“Q&A - QUESTIONS AND ANSWERS”**.

If there are promoted posts, the internal team shall check every 6h of comments inserted in posts, in the period between 9 am and 6 pm during the week of their publication.



10. Q&A - QUESTIONS AND ANSWERS

10. Q&A - Questions and answers

Who is ACCOBAMS?

A: The Agreement on the Conservation of Cetaceans of the Black Sea, Mediterranean Sea and contiguous Atlantic area (ACCOBAMS) is a legal conservation tool based on cooperation signed on November 24th, 1996 and entered into force on June 1st 2001. Its purpose is to reduce threats to cetaceans notably by improving current knowledge on these animals and to help countries, organizations and individuals dealing with cetaceans around the world.

What does ACCOBAMS?

A: Our result consists of a permanent mapping of the cetacean population to constitute an up-to-date database on the state of this population and the impact of human activity, developing measures to mitigate the threats caused by it.

How many countries are involved in ACCOBAMS network?

A: ACCOBAMS is a knowledge network of 24 countries, namely Albania, Algeria, Bulgaria, Croatia, Cyprus, Egypt, France, Georgia, Greece, Italy, Lebanon, Libya, Malta, Monaco, Montenegro, Morocco, Portugal, Romania, Slovenia, Spain, Syria, Tunisia, Turkey, Ukraine.

Which are the sea regions addressed by ACCOBAMS?

A: ACCOBAMS tackle cetaceans living in the Mediterranean, Black Sea, and contiguous Atlantic area.

Why partnering with ACCOBAMS?

A: ACCOBAMS is the best partner of cetaceans, providing knowledge and up-to-date information about these animals. Furthermore, ACCOBAMS gives you the credibility, knowledge, and up-to-date information you need to develop your cetacean projects.

Which are the major endangered or vulnerable species of cetaceans addressed by ACCOBAMS?

A: ACCOBAMS tackles 11 species of cetaceans, namely: Fin whale, Sperm whale, Orca, Long-finned pilot whale, Cuvier's beaked whale, Risso's dolphin, Common bottlenose dolphin, Striped dolphin, Short-beaked common dolphin, Rough-toothed dolphin, Harbour porpoise.

What are the main threats cetaceans being addressed by ACCOBAMS?

A: There are seven major threats ACCOBAMS is dealing with through multiple activities, such as training, education, internal and external meetings, certifications, monitorization, emergency responses, rescue operations. The threats are: strandings, noise pollution, vessel collisions, incidental catches in fisheries, depredation, observation of cetaceans and critical cetaceans' habitats.

10. Q&A - Questions and answers (cont.)

How do you monitor the situation?

A: We monitor the seas to learn more about cetaceans living in our oceans, and the impact of human activity on cetaceans - the number of maritime traffic routes the noise impact of maritime and mining activities the impact of pollution (especially plastics) the impact of fishing the growing number of strandings - through the ACCOBAMS Survey Initiative.

What is the NETCCOBAMS?

A: NETCCOBAMS is a collaborative management tool focusing on collisions between cetaceans and ships.

What kind of certifications does ACCOBAMS provide?

A: We certify tourism companies that develop dolphin/whale watching activities, providing fundamental learning through the "ACCOBAMS highly qualified MMOs/PAM operator" and the "High Quality Whale-Watching®" Certificate.

Does ACCOBAMS celebrates a special cetaceans' day?

A: Yes we have. The ACCOBAMS Cetaceans Day is celebrated with the World Ocean Day on June 8th.

Who could join or support ACCOBAMS initiatives and goals?

A: All sort of organizations can take corrective actions, and/or donations: companies, associations, organizations at large, academia/researchers, media, individuals, youngsters, major and local funders, and sponsors.

How can one sponsor or donate?

A: We've noticed that there's no application form or direct contact on the website for donations' purposes. How do sponsors/donors donate or collaborate?
Can you provide an answer?

10. Q&A - Questions and answers (cont.)

What is a marine wildlife stranding and how does ACCOBAMS addresses the issue?

A: Stranded marine life are cetaceans like whales, dolphins, and porpoises stranded when they are found dead, either on the beach or floating in the water, or alive on the beach and unable to return to the water. ACCOBAMS creates national emergency response networks and exchange information on stranding occurrences & provide veterinarians in ACCOBAMS countries with training sessions on best practices of necropsies to ascertain causes of mortality.

What is ocean noise? How does ACCOBAMS addresses the issue?

A: Ocean noise refers to sounds made by human activities that can interfere with or obscure the ability of marine animals to hear natural sounds in the ocean. Human activities such as shipping, recreational boating, and energy exploration have increased along our coasts, offshore, and deep ocean environments. Noise from these activities can travel long distances underwater, leading to increases and changes in ocean noise levels in many coastal and offshore habitats, and negatively impact ocean animals and ecosystems. ACCOBAMS monitors noise-generating activities and promote mitigation measures.

How do ship collisions impact on cetaceans? How does ACCOBAMS addresses the issue?

A: One of the main anthropogenic causes of death for fin whale and sperm whales in the Mediterranean Sea is represented by collisions with boats. The probability of collision depends on the type of boat. The vessels most often involved in accidents with large cetaceans are usually those covering long distances, like ferries, cargos and cruise ships. These vessels often navigate with the autopilot, day and night. The greatest number of accidents occurs during the summer months, when maritime traffic, of ferries and private boats, reaches its peak. As whales are not detectable by radar, chances to detect their presence is rather low. ACCOBAMS promote preventive measures, especially in risk areas, with high intensity of maritime traffic.

What is bycatch or incidental catches? How does ACCOBAMS addresses the issue?

A: Cetacean bycatch (or cetacean by-catch) is the accidental capture of non-target cetacean species such as dolphins, porpoises, and whales by fisheries, being by far the single most serious, direct threat to cetaceans. Globally, it is estimated that at least 300,000 cetaceans are caught and killed as bycatch every year. Cetaceans can become entangled or wrapped in various types of fishing gear including nets, ropes and lines. Smaller species often die immediately as they are unable to reach the surface to breathe. The large size of some cetacean species means entanglement may not kill them immediately but instead can become a serious welfare issue as they tow heavy ropes, buoys and nets for weeks, months or years before dying. Bycatch of cetaceans occurs in all kinds of fishing operations: from large industrial to localised artisanal fisheries. It also occurs in most types of fishing gear. ACCOBAMS develops a diversity of activities to reduce unwanted interactions.

10. Q&A - Questions and answers (cont.)

What is cetacean's depredation, and how does ACCOBAMS addresses the issue?

A: Cetacean depredation is the damage or removal of captured fish from fishing gear by cetaceans, being a worldwide issue primarily affecting longline and gillnet fisheries. For instance, common bottlenose dolphins take fish from fishing nets, a behaviour which is known as depredation. Dolphin depredation is an increasing problem across the Mediterranean small-scale fisheries and is thought to be linked to overfishing and depletion of dolphin prey. ACCOBAMS develops a diversity of activities to reduce unwanted interactions.

In what consists of the observation of cetaceans and how does ACCOBAMS addresses the issue?

A: The term "whale watching" refers to the activity of cetacean sightings, and other increasingly growing ecotourism activity to explore the marine biodiversity during a sea trip, or swimming with them. If well managed, and within a substantial framework, they are a wonderful vector for environmental education, contribute to the local economy and can promote research on cetaceans and their conservation. However, in the absence of a framework, they can grow too fast, increasing pressure on the environment and disturbing animals, and give rise to serious repercussions for the populations concerned. In order to avoid the negative impact related with this activity, ACCOBAMS provides guidelines/rules "no animal harassment" and the good practices Code of Conduct brand HQWW® certification / certificates to tour operators.

What leads to a critical cetacean habitat and how does ACCOBAMS addresses the issue?

A: Critical habitat refers to those parts of a cetacean's range, either a whole species or a particular population of that species, that are essential for day-to-day survival, as well as for maintaining a healthy population growth rate. Critical habitat provides information for conservation planning and other purposes. ACCOBAMS provides solutions to reconcile human activity and cetacean conservation.



11. REPORTING



11. Reporting

The Social Media activity report will be submitted every three months by the 8th working day of each month. In this report, the monthly and quarterly results are presented, including metrics, engagement, reach, and community evolution by social media channel as well as qualitative analyses of the work development and suggestions for the quarter ahead.



FCB LISBOA

