



# I AM OFFSHORE WIND



Share your story.

# I AM OFFSHORE WIND

Join Oceantic Network in a social media campaign to share the stories of everyday people working in the offshore wind industry.

The I Am Offshore Wind campaign aims to highlight the many and diverse roles, achievements, and personal journeys of those working in the U.S. offshore wind supply chain.

Help us showcase the sector's significant impact in creating jobs and clean, renewable energy. **By participating, you'll help us celebrate the breadth of our industry, inspire future talent, and amplify the collective voice of the offshore wind community.**

## Share Your Story in 3 Easy Steps

1

**Film a short video** on your phone (15 -30 seconds) that shows a glimpse into your role and/or experience in the offshore wind industry.

---

2

**Post your video on social media.** Don't forget to add #IAmOffshoreWind. If you tag @oceanticnetwork, we'll help share your story!

---

3

**Tag an industry colleague you'd like to hear from** - challenge them to share their offshore wind story on social media.

# 1

## Film a brief video

Film a short video on your phone (15 -30 seconds) that shows a glimpse into your role and/or experience in the offshore wind industry. Below are the detailed instructions and tips for filming your video:

### VIDEO CONTENTS:

**Introduction:** Start by introducing yourself with your name, job title, and the company or organization you work for.

**Role Overview:** Briefly describe what you do in the industry, including your main responsibilities or a specific project you're working on.

**Highlight:** Share why you love working in the offshore wind industry.

**Closing:** End your video by saying "My name is [your name], and I am offshore wind" or "offshore wind is working, and so is America." Keep the conversation going by challenging someone else to share their story!

### FILMING TIPS:



#### Format

Ensure your video is filmed in vertical (portrait) format.



#### Stability

Use a steady hand or a tripod to avoid shaky footage.



#### Sound

Record in a quiet place to minimize background noise. Speak clearly and directly to the camera.



#### Length

Keep your video between 15-30 seconds.



#### Location

Film in front of your facility or work area to provide context.



#### Lighting

Choose a well-lit location without harsh shadows. Natural light is best. If indoors, ensure adequate lighting.



#### Watch our example!

See how Oceantic Network CEO Liz Burdock shared her story.

# 2

## Share your video and story online

To amplify the campaign and share your story with a wider audience, we ask that you post your video on your social media platforms. Below are the detailed instructions and tips for creating your social media posts:

---

### POSTING:

**Platform:** Post your video on LinkedIn (preferred), X, Instagram, or Facebook.

**Caption:** Write a caption for your video that includes:

- Your name, job title, and company/organization.
- A brief message about your role and why you love working in the offshore wind industry.
- The hashtag **#IAmOffshoreWind**

**Tagging:** Tag the Oceantic Network, your organization, and any relevant organizations or individuals to increase visibility. Challenge an industry colleague to participate and tag them in your post.

---

### POSTING TIPS

**Engagement:** Encourage your network to like, comment, and share your post to boost engagement. Feel free to challenge others to share their stories!

**Public Settings:** Ensure your post is public so it can be shared by the Oceantic Network and others.

# 3

## Engage with others

To maximize the impact of the social media campaign, we encourage all participants to actively engage with the posts and the community. Your interaction will help amplify our message and showcase the vibrant community within the offshore wind industry. Below are the detailed instructions and tips for engaging with the campaign:

### ENGAGING:

**Like and Share:** Like and share posts from the campaign to increase their reach. **Comment:** Leave thoughtful comments on posts to foster discussions and show support.

**Tag:** Tag colleagues, partners, and industry peers to invite them to join the conversation.

**Follow:** Follow the Oceanic Network and other participants to stay updated with the latest posts and news.

**Hashtag:** Use the campaign hashtag #IAmOffshoreWind in all related interactions to keep the conversation connected.

# ?

## Questions? Contact Us!

Contact the Oceanic Network communications team at [communications@oceanic.org](mailto:communications@oceanic.org) for any questions related to the I am Offshore Wind campaign. We look forward to seeing your stories!



**OCEANTIC NETWORK**  
oceanic.org  
YouTube icon | LinkedIn icon | Facebook icon | Oceanic Network  
Instagram icon | Twitter icon | @oceanicnetwork



## BONUS! Social Sharing Images

Use our template graphics and add your photo for social media posts to highlight the campaign and the successes of the offshore wind industry. Graphics are available as flattened PNG images files and as editable Adobe Illustrator artboards.



Access the templates

