

FEBRUARY 2026

# Careers at Sea Social toolkit



## Introduction

This toolkit gives clear guidance and practical tools so anyone partnering with the Merchant Navy Training Board can use our content in their own channels.

## Using Careers at Sea campaign assets on your social channels

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The Merchant Navy Training Board is running a national advertising campaign to raise awareness of the Merchant Navy and the wide range of careers available at sea.

This toolkit is designed to make it easy for organisations, partners and supporters to confidently use the Careers at Sea static and video assets across Meta and other social media channels.

You are encouraged to use and share the assets provided on your own channels. When adding your own captions, tags or commentary, please keep the following principles in mind:

## How to approach your messaging

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- Support and reinforce the core campaign message:  
**There's always more to sea**
- Keep posts positive, informative and people-focused
- Where possible, highlight real opportunities, pathways and experiences
- Avoid adding policy positions, funding claims or unverified statistics

## How to use this toolkit

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- Choose assets, static or moving
- Add your own caption
- Include CTA + hashtags
- Post and tag @careersatsea

## Always drive audiences to the campaign

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- Wherever relevant, include a clear call-to-action directing people to: [careersatsea.org](https://careersatsea.org)
- This ensures audiences reach the most up-to-date information on roles, training and next steps

## Suggested hashtags

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Use a small, consistent set of hashtags to support reach and recognition:

- Use 2–4 hashtags per post
- Always include #TheresAlwaysMoreToSea and #CareersAtSea
- #MaritimeCareers
- #MerchantNavy
- #UKShipping (where appropriate)

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### Early careers / young audiences

#FutureCareers  
#CareerChoices  
#NextSteps  
#SkillsForLife  
#EarnWhileYouLearn

### Maritime & industry pride

#MaritimeIndustry  
#UKMaritime  
#ShippingIndustry  
#MaritimeSkills  
#Seafarers

### Engineering, tech & skills

#EngineeringCareers  
#STEMCareers  
#TechAtSea  
#EngineeringLife  
#HandsOnCareers

### Lifestyle, travel & aspiration

#GlobalCareers  
#TravelForWork  
#WorkBeyondTheDesk  
#AdventureCareers  
#NotYourAverageJob

### Inclusion & modern workforce

#CareersForEveryone  
#InclusiveCareers  
#ModernCareers  
#NewToTheIndustry

# Careers at Sea

## Messaging

## UK Careers at Sea key messages

### Messaging (July 24)

#### PERSON LED MESSAGING

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Get paid while you learn  
**There's always more to sea**  
 Enjoy an exciting lifelong career.

Work in one of the world's global industries?  
**There's always more to sea**  
 95% of all goods are transported by sea

Not your average 9 – 5  
**There's always more to sea**  
 With a career at sea enjoy a varied work-life balance

Navigation or engineering?  
**There's always more to sea**  
 With a variety of roles to consider, how far can you go with a maritime career?

Discover the world  
**There's always more to sea**  
 The Merchant Navy offers highly skilled job roles at sea

World travel as part of your day job?  
**There's always more to sea**  
 With a career at sea you can expect to be paid well and have a flexible lifestyle.

Want debt free training?  
**There's always more to sea**  
 And set off on a rewarding career that takes you around the world and back.

Work with innovative and advanced technology  
**There's always more to sea**  
 Put your engineering interest to work at sea

#### ORIGINAL INDUSTRY LED MESSAGING

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**Want to be one of the next generation of seafarers?**  
 The UK's maritime industry leads the way – [careersatsea.org](http://careersatsea.org)  
**There's always more to sea**

**Roll on**  
 The UK ferry industry – creating connections  
**There's always more to sea**

**Big ships?**  
 The UK's maritime industry covers leisure, trade transport, energy and sustainable innovation.  
**There's always more to sea**

**Renewable energy?**  
 The UK is at the forefront of the offshore wind energy.  
**There's always more to sea**

#### NEW INDUSTRY LED MESSAGES

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**95% OF GOODS**  
 You'd be naked without us  
 95% of all goods arrive in the UK by ship  
**There's always more to sea**

**TOURISM**  
 Going places?  
 Every year, over 14 million passengers travel by ferry and cruise ship from the UK  
**There's always more to sea**

**650,000 JOBS**  
 Business as usual?  
 The UK shipping industry supports 650,000 jobs in the UK  
**There's always more to sea**

**95% OF GOODS**  
 Never skip a meal  
 95% of all goods arrive in the UK by ship  
**There's always more to sea**

**6.6 BILLION**  
 A drop in the ocean?  
 UK shipping contributes £6.6 billion to the economy every year  
**There's always more to sea**

# Careers at Sea Campaign

Bringing 'There's always more to sea'  
to life in our new campaign.

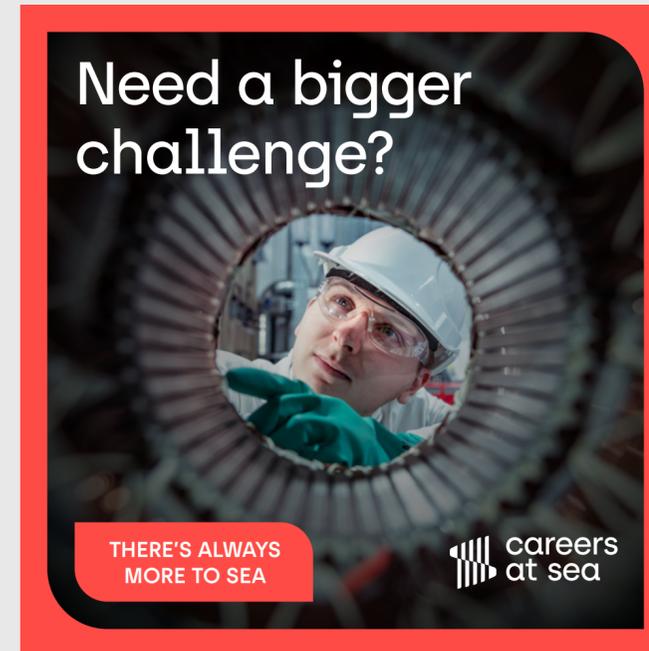
## Social tiles 1080x1080px

We have designed some content for each channel ready for your use. Go ahead and add these into your mix and start posting.

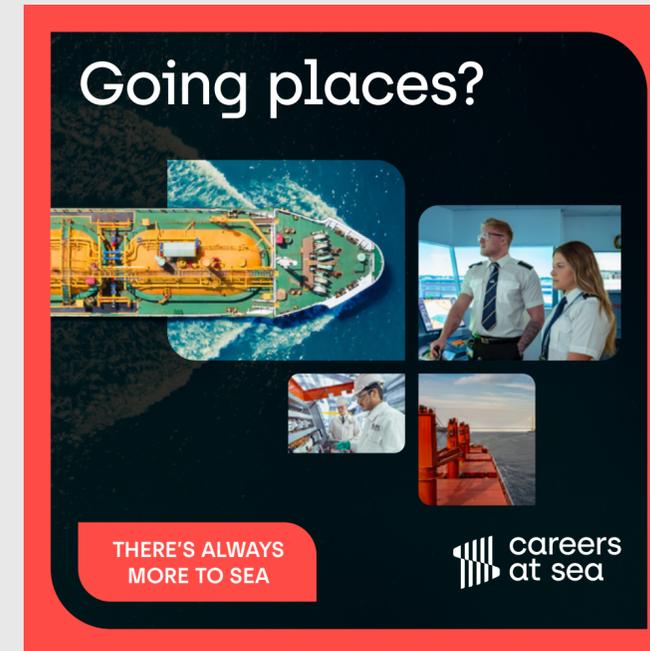
1. Person led individual
2. Person led group
3. Industry led
4. Person led individual
5. Person led group

[Download content here.](#)

1.



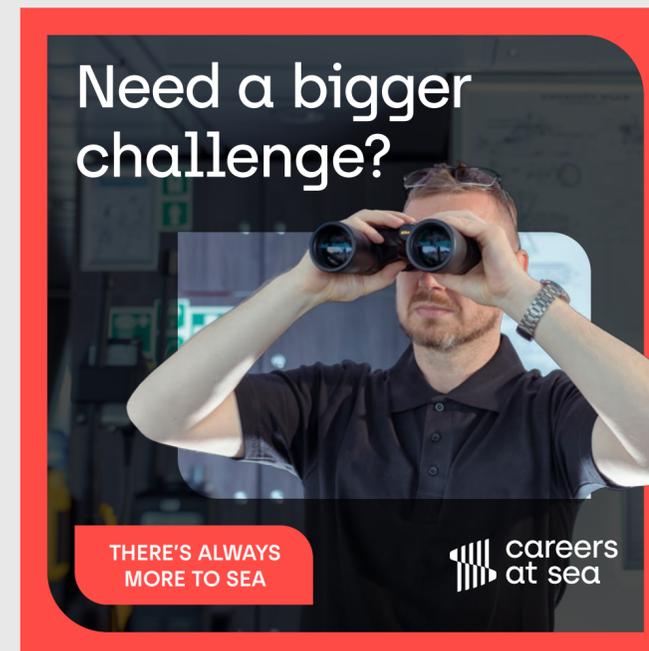
2.



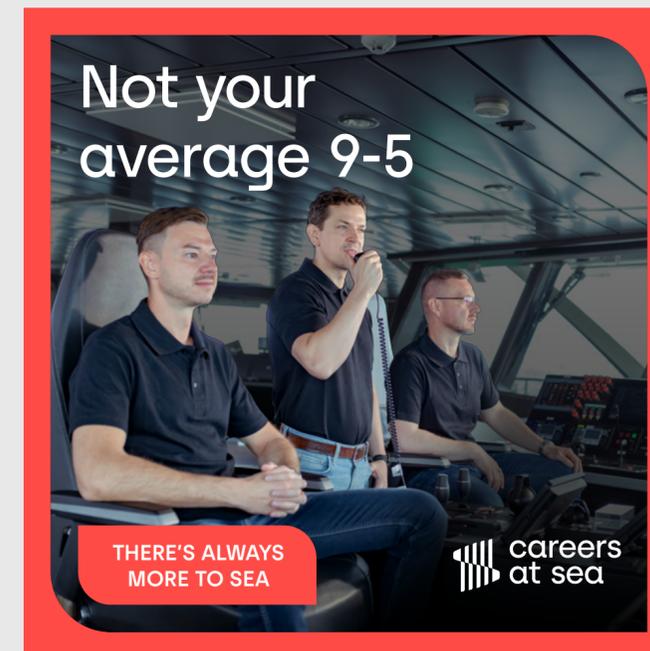
3.



4.



5.



# Video

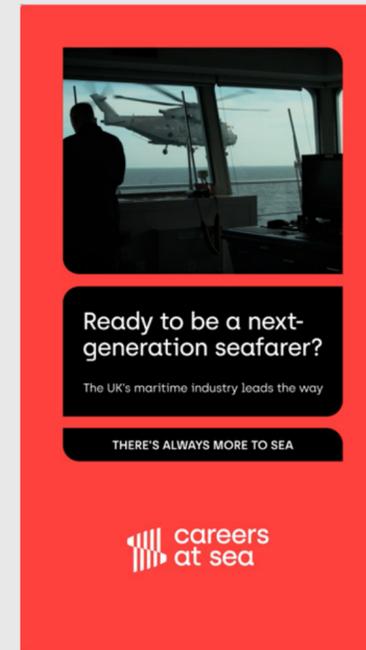
## Various dimensions

We have designed some content for each channel ready for your use. Go ahead and add these into your mix and start posting.

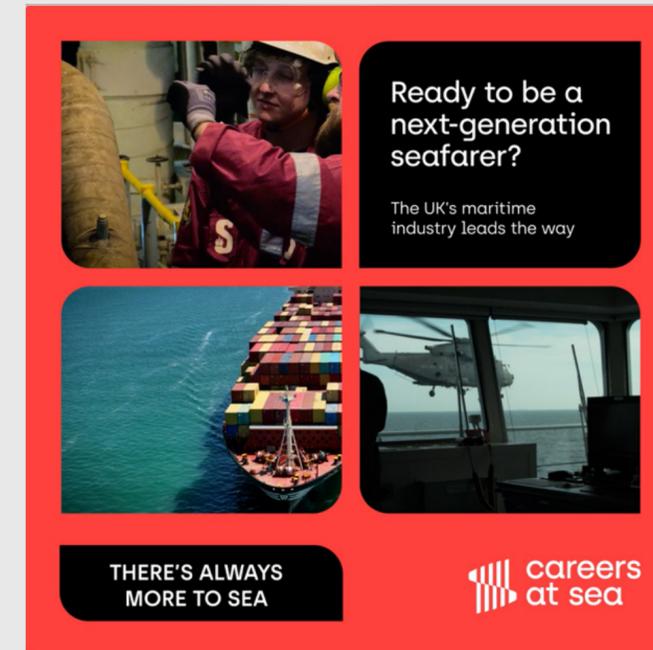
1. 720x1280px 'TikTok'
2. 1080x1080px
3. 1080x1350px
4. 1080x1920px
5. 1080x1920px
6. 1920x1080px

Download content here.

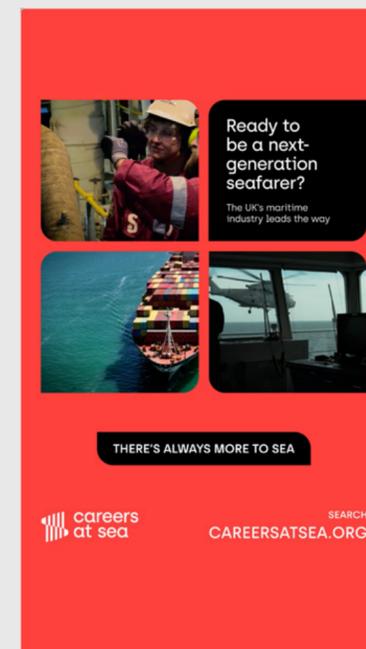
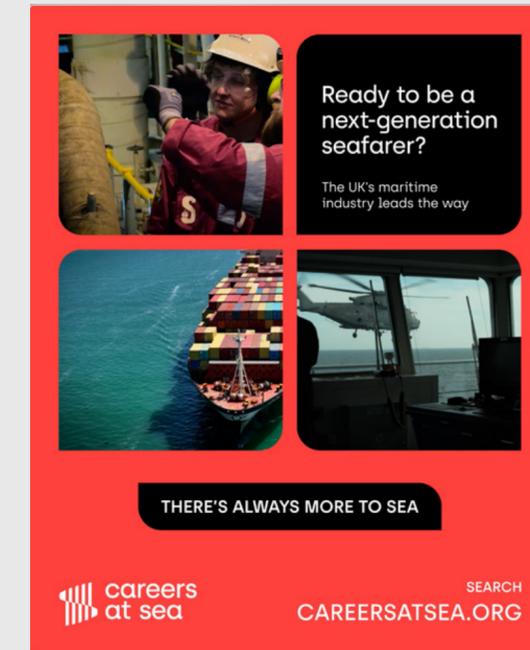
1.



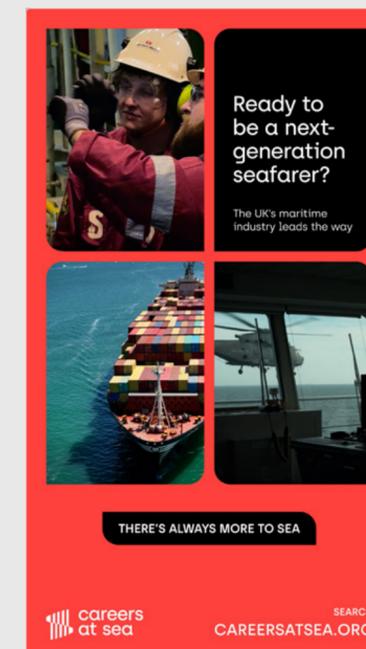
2.



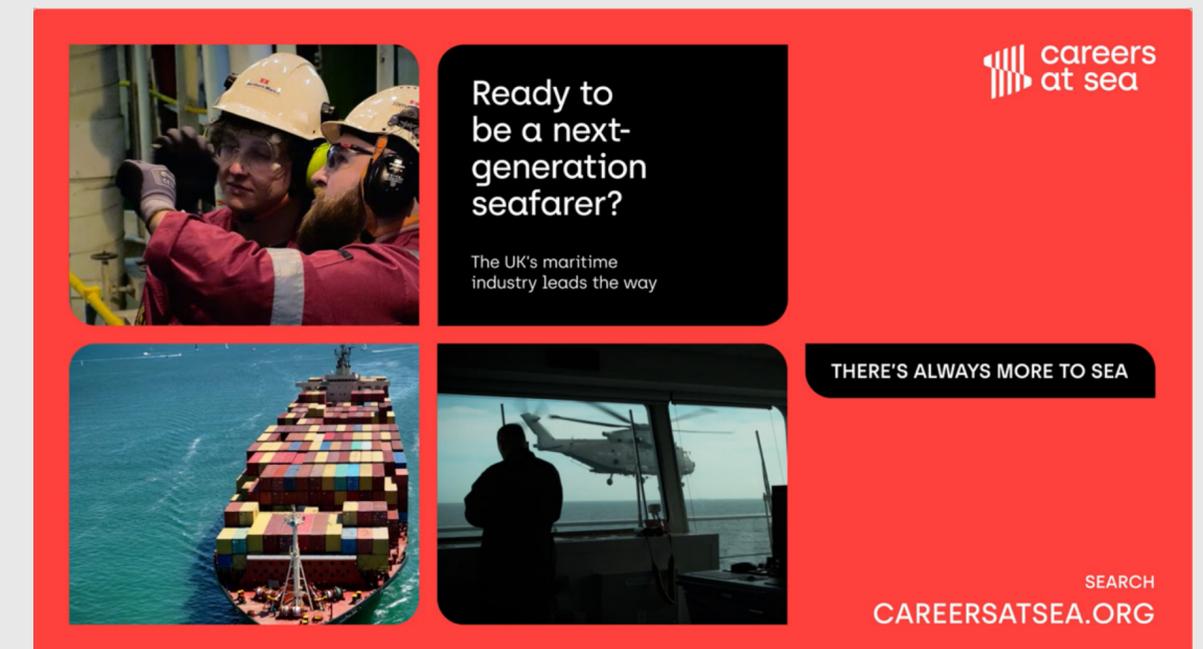
3.



4.



5.



6.

# Social examples

**Careers at Sea** @careersatsea + Follow ...

Ready for a career that takes you further than a desk ever could? From cutting-edge tech to global travel, the UK's maritime industry is full of opportunities you might not expect. Get paid while you learn. Build skills for life. There's always more to sea.

Link in bio to explore [careersatsea.org](https://careersatsea.org)  
[#TheresAlwaysMoreToSea](#) [#CareersAtSea](#) [#MaritimeCareers](#) [#NextGeneration](#)

**Ready to be a next-generation seafarer?**  
The UK's maritime industry leads the way

**THERE'S ALWAYS MORE TO SEA**

careers at sea

4

Like Comment Share Send

1. Career curiosity / aspiration

**Careers at Sea** @careersatsea + Follow ...

What keeps the UK moving?  
The shipping industry supports 650,000 jobs across the country and plays a vital role in everyday life. And it's powered by people with skills, ambition and curiosity. There's always more to sea.

Discover the opportunities at [careersatsea.org](https://careersatsea.org)  
[#TheresAlwaysMoreToSea](#) [#UKShipping](#) [#MerchantNavy](#) [#CareersAtSea](#)

**What floats our boat?**  
The UK shipping industry supports 650,000 jobs in the UK

**THERE'S ALWAYS MORE TO SEA**

careers at sea

4

Like Comment Share Send

2. Industry impact / pride

**Careers at Sea** @careersatsea + Follow ...

Not your average 9-5.  
Think world travel, advanced technology and a career that's anything but ordinary. If you're looking for challenge, variety and real opportunity, the sea could be calling. There's always more to sea.

Link in bio to start your journey  
[#TheresAlwaysMoreToSea](#) [#GoingPlaces](#) [#MaritimeLife](#) [#CareersAtSea](#)

**Going places?**

**THERE'S ALWAYS MORE TO SEA**

careers at sea

4

Like Comment Share Send

3. Lifestyle + travel

**Careers at Sea** @careersatsea + Follow ...

Looking for a career that pushes you further?  
From engineering to navigation, maritime roles combine responsibility, teamwork and real-world problem solving. Get paid while you train and build a future with global impact. There's always more to sea.

Explore roles at [careersatsea.org](https://careersatsea.org)  
[#TheresAlwaysMoreToSea](#) [#EngineeringCareers](#) [#MaritimeCareers](#) [#CareersAtSea](#)

**Need a bigger challenge?**

**THERE'S ALWAYS MORE TO SEA**

careers at sea

4

Like Comment Share Send

4. Challenge-led / skills

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Thank you for helping amplify the Careers at Sea campaign and for playing a role in inspiring the next generation of maritime talent.

For any questions or queries please contact:

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