

DIGITAL MEDIA STRATEGY



MARINE TRANSPORTATION SYSTEM (MTS)

NAVITA™ & BOARD OF INQUIRY (BOI)

OVERVIEW

This plan focuses on a high-impact, low-frequency posting cadence designed to drive adoption and awareness. The strategy utilizes platform specific messaging.

BLOG SERIES

Campaign Objective: Build awareness, manage expectations, and generate positive engagement ahead of the NAVITA platform launch by highlighting human-centered design and Coast Guard modernization efforts.

Target Audience: U.S. Mariners, Maritime Industry Stakeholders, credentialing entities.

Strategy: Two major announcements aligning with the publishing of Blog 1-3 (Part One) and Blogs 4-6 (Part Two).

Post 1

Visual – image of mariners at work

LinkedIn:

Tired of extensive paperwork and back-and-forth communication for your mariner credentials? The U.S. Coast Guard is modernizing the process with NAVITA, a new digital platform designed specifically around the mariner experience.

Part One of our NAVITA blog series is now live! We have published our first updates detailing how this platform will reduce administrative friction, support Maritime Dominance, and fit directly into the broader USCG digital transformation. You can also read how direct mariner user testing is actively shaping the system to address your specific pain points.

Read Part One of the series and learn how we are streamlining credentialing to get you back to work faster:

[Insert Link to Blog Landing Page]

#USCG #NAVITA #MarinerCredentialing #Maritime #DigitalTransformation

Post 2:

Visual – image of a mariner testing the system on a tablet/computer

LinkedIn:

As we get closer to the launch of NAVITA, we want to ensure mariners and industry stakeholders know exactly what to expect.

Part Two of our NAVITA blog series is now available. In these final updates before launch, we are pulling back the curtain on our testing and development process, sharing the lessons we have learned, and outlining the timeline for deployment. We also detail our phased release approach, explaining what will be available on day one and how the platform will continue to evolve as part of the broader mariner credentialing transformation.

Get prepared for the launch and read Part Two of the series here: [Insert Link to Blog Landing Page]

#USCG #NAVITA #MaritimeIndustry #LaunchPrep #Innovation

Facebook:

Ahead of the upcoming transition from paper to digital credentialing, the National Maritime Center is sharing a complete look behind the scenes of our new platform, NAVITA™.

Our full six-part blog series is now live on our website. This comprehensive series prepares you for the upcoming launch by detailing why we are modernizing, how direct user testing with real mariners shaped the platform, and what you can expect during the rollout. We encourage all mariners to explore the full series today to learn about the upcoming timeline, review FAQs, and prepare for a smoother application process once the system goes live.

Get ready for the transition and read the complete series on the National Maritime Center website: [Insert Link to Blog Landing Page]

#USCG #NAVITA #MarinerCredentialing #Maritime #NationalMaritimeCenter

X:

Get ready for the upcoming transition to digital credentialing. The National Maritime Center has released the complete six-part NAVITA™ blog series to help mariners prepare for the launch. Explore the development process, timeline, and FAQs today: [Insert Link to Blog Landing Page]

#USCG #NAVITA #Maritime #Mariners

SOCIAL MEDIA POSTS ONCE LIVE

Visual - This video leverages a lighthearted, viral-style format to build immediate curiosity before delivering the highly anticipated launch news.

The Hook (0:00 - 0:05):

The video opens with a close-up of a printed sign or an iPad displaying the word "NAVITA." An off-camera interviewer approaches various people asking a simple question: "How would you pronounce this?"

The Montage (0:05 - 0:25):

A fast-paced compilation of people attempting to sound out the name. This section will feature a mix of

confident but incorrect guesses, confused reactions, and funny phonetic attempts (e.g., "Nav-ih-tah? Nuh-vee-tuh? Nah-vee-tay?").

The Reveal (0:25 - 0:35):

Someone finally pronounces the name correctly and with confidence.

The Launch Announcement (0:35 - 0:45):

The video cuts to a clean, Coast Guard-branded graphic. A voiceover or on-screen text states: "No matter how you pronounce it, the new era of mariner credentialing is here." The official NAVITA logo pops onto the screen accompanied by bold text reading [NOW LIVE]. A final text prompt directs viewers to click the link in the bio or post to access the new system immediately.

LinkedIn:

Nav-ih-tah? Nuh-vee-tuh? We had some fun asking people how to pronounce NAVITA, but the real excitement is what this platform means for the maritime industry!

We are thrilled to announce that NAVITA™, the U.S. Coast Guard's new digital credentialing platform, is officially LIVE. This marks a major milestone in our digital transformation efforts. We are officially transitioning away from paper-heavy, legacy systems to a modern, guided digital experience.

Mariners can now submit their applications, reduce processing errors, and track their credential status entirely online. The goal is simple: reduce administrative burden and get mariners back on the water faster, all while maintaining our rigorous safety standards.

Watch the video to see the pronunciation guesses and explore the new platform today: [Insert Link]

#USCG #DigitalTransformation #MaritimeIndustry #NAVITA #MarinerCredentialing

Facebook:

Nav-ih-tah? Nuh-vee-tuh? We went around asking people how to pronounce NAVITA. 🗣️ But no matter how you say it, the wait is over!

⚓ Mariners: We are officially moving from paper to digital. The U.S. Coast Guard has officially launched NAVITA™, the new digital credentialing platform for the National Maritime Center!

We know the old, paper-heavy system caused unnecessary delays. NAVITA offers a guided, user-friendly digital experience that reduces errors, speeds up processing times, and helps you get your credentials and get back on the water faster.

What you need to know about the new system:

- ◇ Safety and credentialing standards remain the exact same.
- ◇ You can now submit applications and track your status online.
- ◇ NMC and REC personnel are still here to support you.

Watch the video to hear the correct pronunciation, and log in to the new system today: [Insert Link]

#USCG #NAVITA #MerchantMariner #CoastGuard #NationalMaritimeCenter

Instagram:

Nav-ih-tah? Nuh-vee-tuh? 🗣️: We asked around to see how people pronounce NAVITA, but no matter how you choose to say it... the wait is over!

The Coast Guard's new digital credentialing platform for the National Maritime Center is officially LIVE. We are moving away from outdated paper forms to a streamlined digital experience designed to reduce errors, speed up processing times, and get you back on the water faster. You can now submit your applications and track your status entirely online, with NMC and REC personnel still here to support you every step of the way.

Watch the video to see who got the pronunciation right and click the link in our bio to log in to the new system today! ⚓

#USCG #NAVITA #MarinerCredentialing #Maritime #NationalMaritimeCenter #CoastGuard

X:

Nav-ih-tah? Nuh-vee-tuh? 🗣️: No matter how you pronounce it, the wait is over. NAVITA™, the @USCG's new digital mariner credentialing platform, is officially LIVE!

Skip the paper forms, track your application status online, and get back on the water faster. Watch the video to see who nailed the pronunciation, and log in to the new system today: [Insert Link]

#USCG #NAVITA #Maritime #MerchantMariner

METRICS

Quantitative Engagement

Total Engagements: Sum of likes, comments, and shares.

Shares/Reposts: Measure of message amplification

Post Link Clicks: Primary KPI measuring direct traffic sent to the portal