

Start

Create a Fan Page to introduce yourself and to foster credibility, to supply informative posts about a target species, to interact with fans, to provide the opportunity to share photos and to discuss findings, and to have access to insights.

Search for **fan pages** of **dive centers** in the study area using the social network search engine.
Enter the name of the DC if you know it otherwise use the **Keywords**: [local toponyms] AND (dive centres OR diving OR scuba)

Fan page found?

No

Search for another DC

Yes

Is the FP active?

No

Yes

By a social messenger, ask DC for **presence/absence** of a target species, info on **depth, behaviour, photos or videos**; also ask for posting a digital leaflet with a call to action to engage other people, linking what you posted on your Fan page

Did you get a reply?

No

Search for another DC

Yes

Examine eventual pictures, validate the record and ask for further details if necessary

Data from citizens?

No

Post on fan pages/groups of photographers, sailors, sea lovers etc.

Yes

Interact, say thanks, answer questions, examine eventual pictures, validate the record and ask for further details if necessary

Outputs: map of records, details on trophic or reproductive behaviour etc.

End