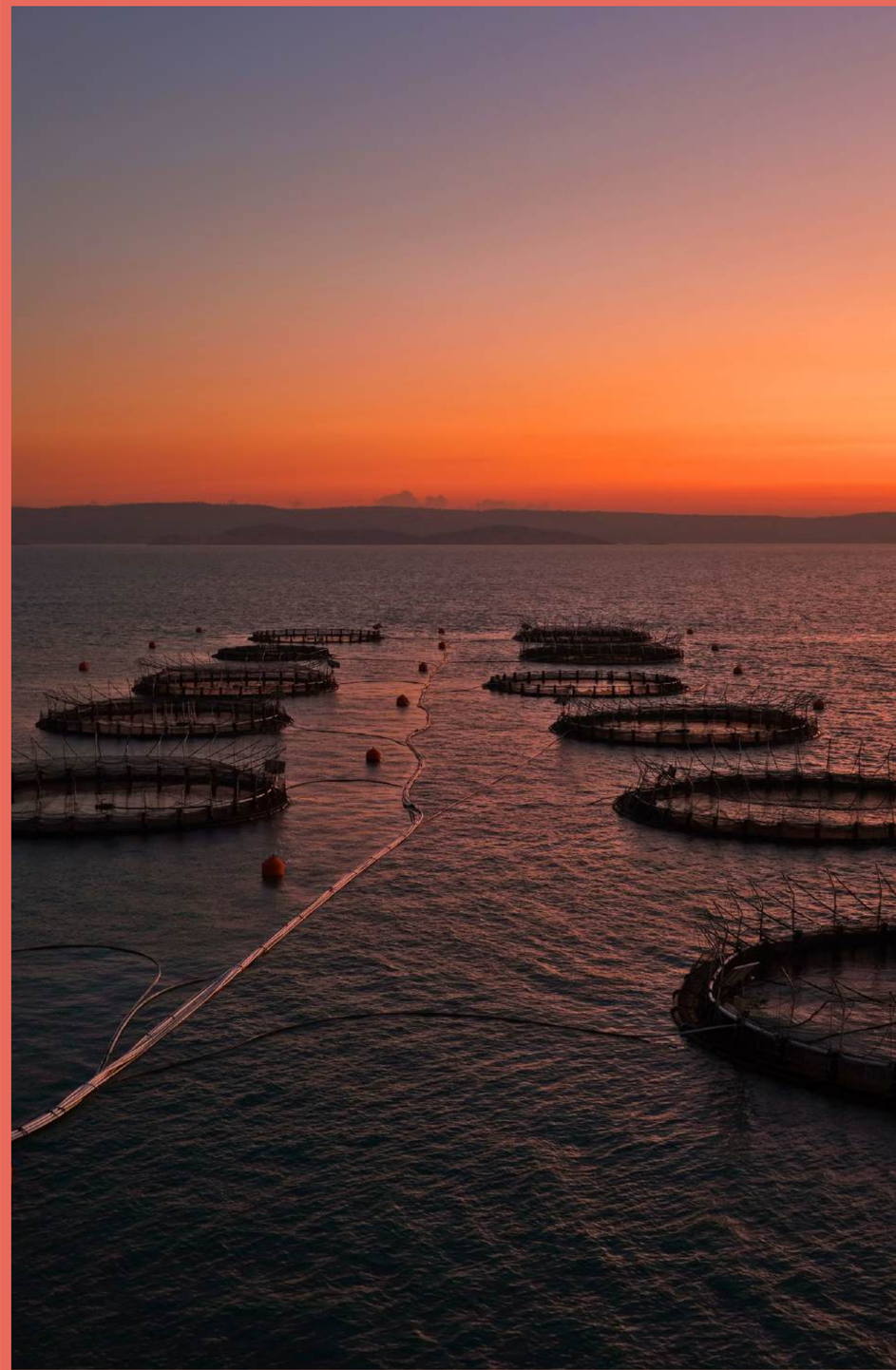
AQUACULTURE EUROPE 2026 · LJUBLJANA

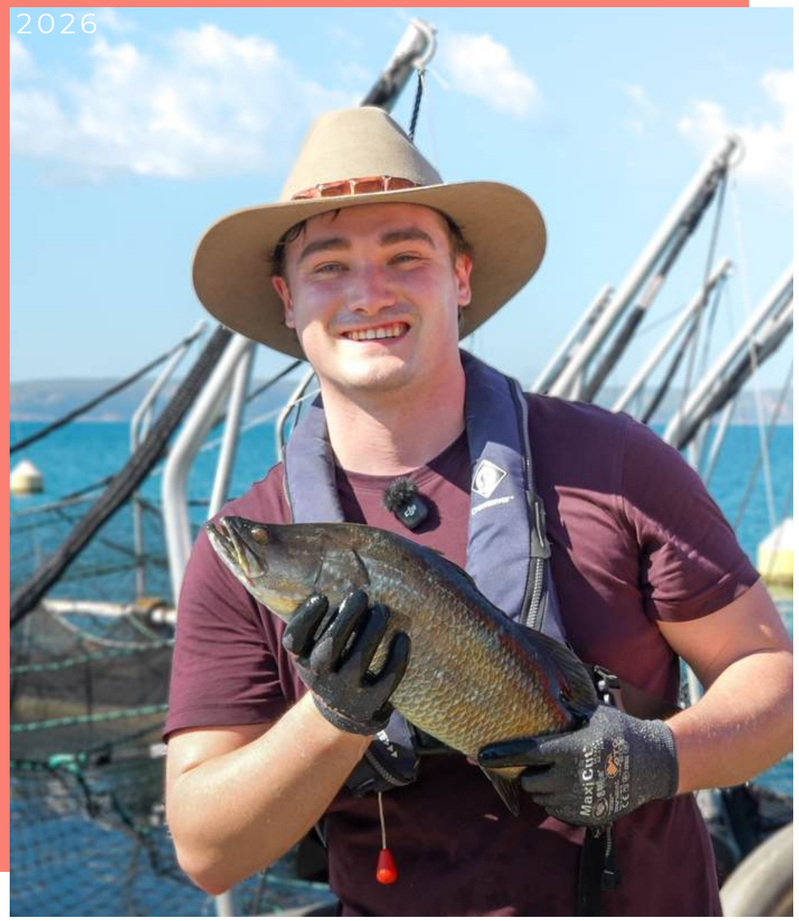
Going Viral

What Digital Media Can Do for Aquaculture

Lessons from aquaculture's leading digital media producer.

James Sibley
Digital Media Producer · Sibley Productions
@SibleyAqua





@SibleyAqua
TikTok • Instagram
Facebook • YouTube
LinkedIn

WHO I AM

The aquaculture guy.

I started filming fish for fun in Boston. Now, it's a global production.

550K
FOLLOWERS

800+
VIDEOS

300M+
VIEWS



WHAT I DO

Not just the plate, the *people & place.*



WHAT PEOPLE KNOW





WHAT I FILM

First, let me show you.

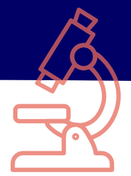


TASSAL CAMPAIGN · EPISODE 1

WHY?



SALES — Open new buyer channels and strengthen relationships with existing ones.



RECRUITMENT — Attract top talent from around the world.



INVESTMENT — Interest potential investors in key milestones and opportunities.



Community, customer and stakeholder support. Can you exist, maintain, or grow? — **SOCIAL LICENSE**

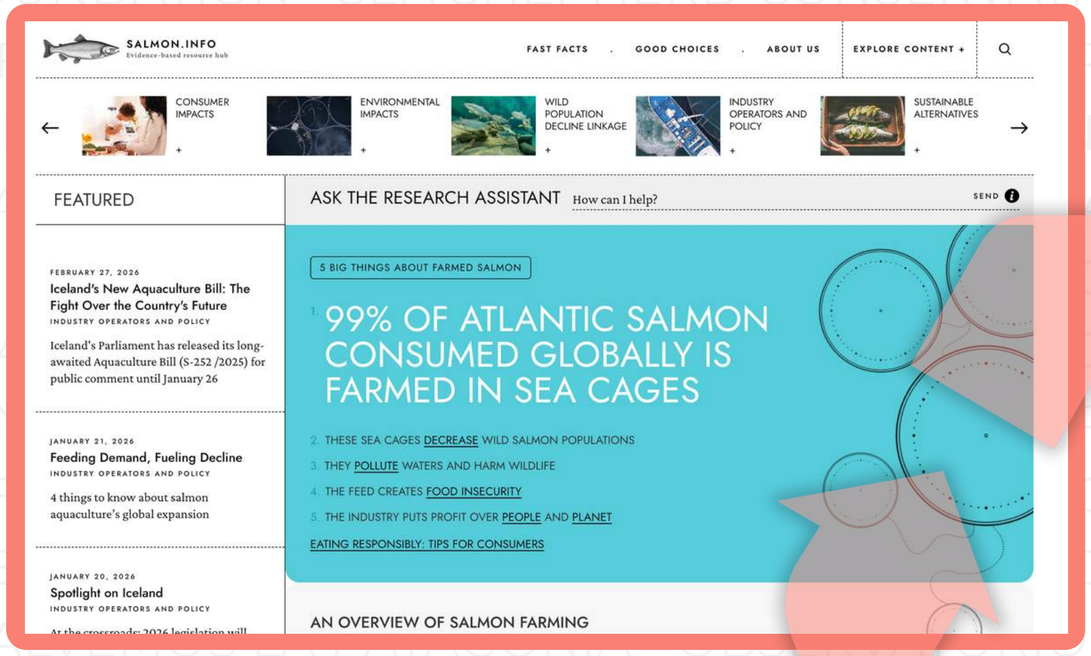


Regulators use digital media too, and successful campaigns can influence frameworks. — **POLICY**



Put your operations on the world stage and like-minded operators will connect with you. — **COLLABORATION**

SOCIAL LICENSE • ATLANTIC SALMON





Dear Canadian Open Net Salmon Farmers....

BJÖRK AND ROSALIA ARE DONATING ALL THEIR RIGHTS TO INCOME GENERATED BY THIS SONG TO THE AEGIS NON-PROFIT ORGANISATION TO COMBAT OPEN PEN FISH FARMING IN ICELAND. THEIR RECORD COMPANIES HAVE AGREED TO DO THE SAME. ALL FUNDS RAISED WILL SUPPORT LEGAL FEES FOR PROTESTERS, TAKING ACTION TO STOP THE DEVELOPMENT OF INTENSIVE FARMS THAT HARM WILDLIFE, DEFORM FISH, AND POSE RISKS TO SALMON'S DNA AND SURVIVAL. IMMEDIATE ACTION IS CRUCIAL.

björk ft. rosalía : oral

björk
1.01M subscribers
Subscribe
243K
Share
Ask
Save

7.3M views 2 years ago
'oral' by björk ft. rosalía

leonardodicaprio URGENT: This week the Australian government will decide the fate of Macquarie Harbor and has an opportunity to shut down destructive industrial non-native salmon farms, protecting the Maugean Skate.

This shallow estuary off the Tasmanian coast is one of the most important places in the world - now designated as a #KeyBiodiversityArea - which means it's essential for the planet's overall health and the persistence of biodiversity.

Help save the #MaugeanSkate (link in bio) and prevent the extinction of this unique species and protect this wilderness from destruction. @ausconservation @bobbrownfoundation

FIRST NATIONS WILD SALMON ALLIANCE • WILD FIRST • WATERSHED WATCH SALMON SOCIETY • GEORGIA STRAIT ALLIANCE LIVING OCEANS SOCIETY • PACIFIC WILD • SEACHOICE • DAVID SUZUKI FOUNDATION • SEA SHEPHERD CONSERVATION SOCIETY • PATAGONIA • WILD FISH CONSERVANCY • FRENCHMAN BAY UNITED • FRIENDS OF FRENCHMAN BAY • FRENCHMAN BAY CONSERVANCY • PROTECT MAINE'S FISHING HERITAGE FOUNDATION • NATURAL RESOURCES COUNCIL OF MAINE • SALMON FREE FALKLANDS • WILDFISH • COASTAL COMMUNITIES NETWORK SCOTLAND • FRIENDS OF THE SOUND OF JURA SALMON AQUACULTURE REFORM NETWORK SCOTLAND • SALMON WATCH IRELAND • NORSKE LAKSEELVER • NORWEGIAN ASSOCIATION OF HUNTERS AND ANGLERS • NATURVERNFORBUNDET • SALMONCAMERA • NATURE & YOUTH SABIMA • ICELANDIC WILDLIFE FUND • NORTH ATLANTIC SALMON FUND ICELAND • OFF THE TABLE • PINK BOMB • FUNDACIÓN TERRAM • OCEANA • GREENPEACE • DEFENDAMOS CHILOÉ • MELIMOYU FOUNDATION • CAMPAÑA SALVEMOS LA PATAGONIA • OBSERVATORIO CIUDADANO • ONG FIMA • CHILE SUSTENTABLE • ONG PESCA SUSTENTABLE • ONG ECOSISTEMAS • CENTRO BALLENA AZUL • FUNDACIÓN CENTINELA PATAGONIA • FUNDACIÓN LENGA • AGRUPACIÓN AISÉN RESERVA DE VIDA • FUNDACIÓN OCEANÓSFERA • FUNDACIÓN RELAVES FUNDACIÓN BASURA • CODEFF • AIDA • BOB BROWN FOUNDATION • NEIGHBOURS OF FISH FARMING • ENVIRONMENT TASMANIA • CREMORNE OCEAN DIPPERS • TASMANIAN GREENS • GAAIA • SALMON FREE FALKLANDS • SEA SHEPHERD CONSERVATION SOCIETY • GLOBAL SALMON FARMING REVOLUTION • NORTH ATLANTIC SALMON FUND • ATLANTIC SALMON FEDERATION • SEASTEMIK • WELFARM • ATLANTIC SALMON RESERVE • OUR SOUND, OUR SALMON • MISSING SALMON ALLIANCE • ANGLING TRUST • THE RIVERS TRUST

TODAY'S TALK

Four projects.

01 **Scotland**

A year-long trial in the salmon spotlight

02 **New Zealand**

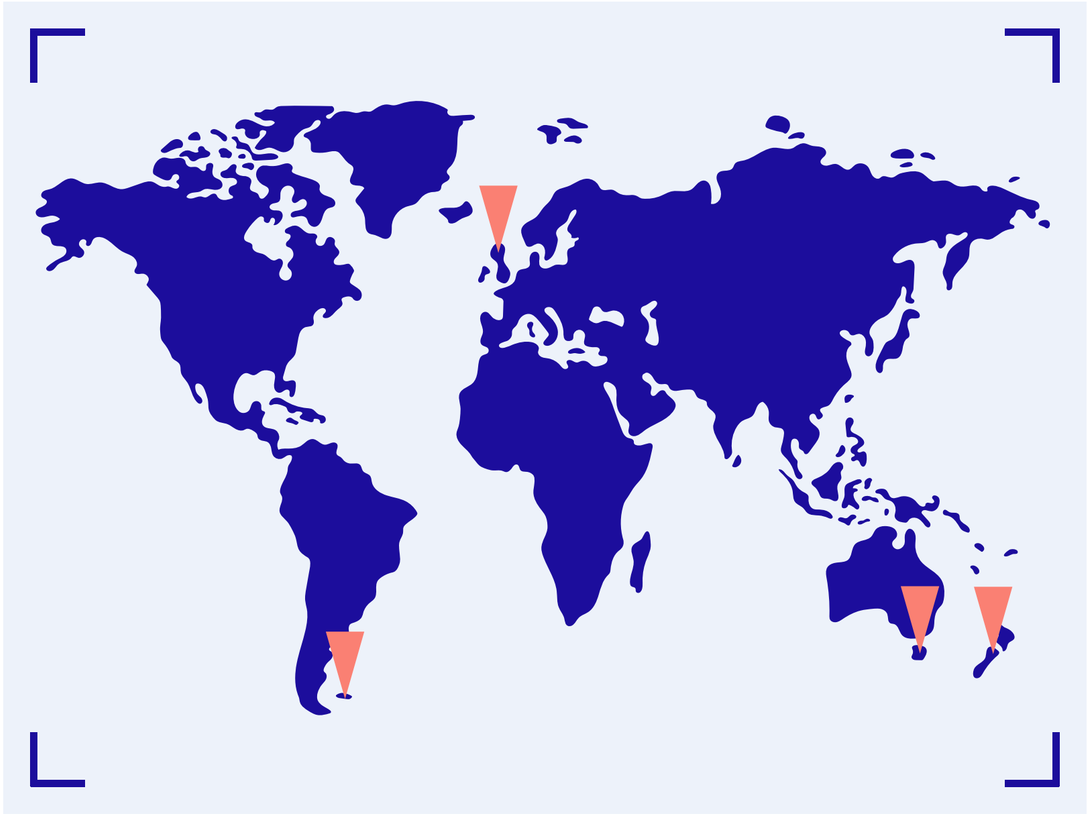
Perfecting the campaign model

03 **Tasmania**

Storytelling in a controversial ecosystem

04 **Falkland Islands**

Expanding the aquaculture frontier



01

PROJECT 0 1 · 2024/25

Scotland

A year inside the world's salmon spotlight.





PROJECT 01 · THE WORK

The internal creator model.

50+

STANDALONE VIDEOS

50M+

VIEWS IN 12 MONTHS

#1

MOST VISIBLE SALMON
SECTOR ONLINE DURING PROJECT



explainers



myth-busters



innovation deep-dives



farmer stories

PROJECT 01 · TAKEAWAY

The industry was watching too.

- **Farmers I featured built collaborations**

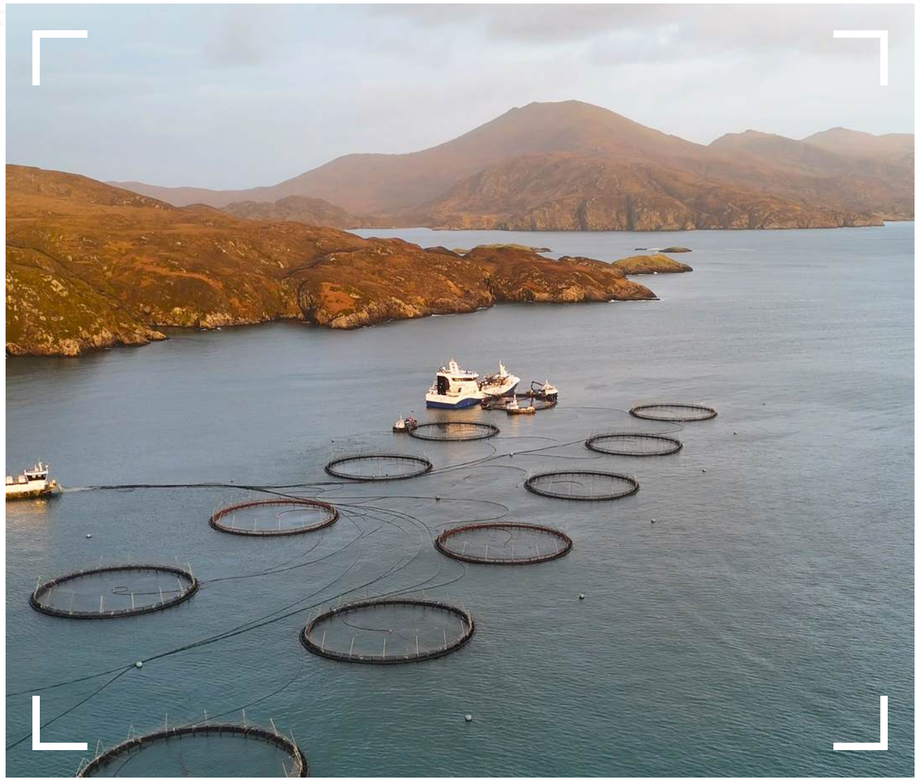
  from a sector that suddenly knew who they were.

- **Site staff started calling me**

  “come film this, we've got *XYZ* going on.”

- **The paradigm shifted**

  away from the shadows, toward outspoken work, and people listened.



But it was a trial, and it came with challenges

02



PROJECT 02 · 2025

New Zealand

Perfecting the campaign model.



PROJECT 02 · THE CAMPAIGN MODEL

One road trip. One ‘linear’ story.

12M

VIEWS

9

EP SERIES

$NZD 175K

EARNED MEDIA IN <30 DAYS















PROJECT 02 · THE TECH WALL

Reaching the iPhone’s limit.

We shot a national campaign *mostly* with iPhones

3 iPhones, a UW camera, drone, and a gimbal.

Creativity on a budget

Without scope for a ground team, I brought my dad to run as primary camera! Family is everything.

This was my last ‘*influencer*’ shoot

Despite the campaign’s success, the model hit a boundary. From then on, I’ve worked with crews and upgraded to professional kit.

Influencer → Producer



‘Videographer’ **Rich Sibley**

Look what we achieved in NZ with backpack kit

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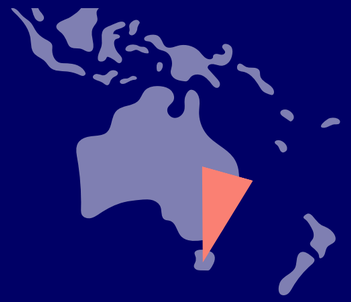
Influencer → Producer



Ireland 2025 with a film crew

Look what we achieved in NZ with backpack kit

03



PROJECT 03 · 2026

Tasmania

Storytelling in one of salmon farming's most controversial regions.



PROJECT 03 · FILMING WITH INTENT

CONTEXTUALIZING TAS SALMON

20+

STANDALONE VIDEOS

FILM

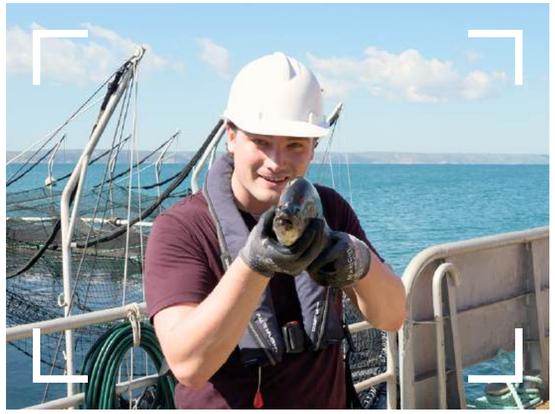
END-TO-END
DOCUMENTARY

CONTROVERSY

NOT AVOIDED, DISCUSSED
THROUGH SOLUTIONS.



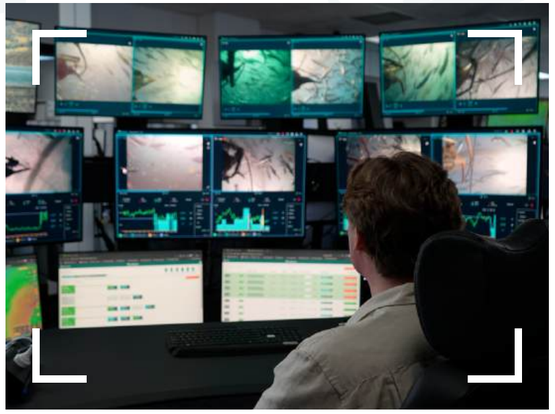
started in TAS salmon
with the basics



continued north
to WA barramundi



headed east for QLD prawns



returned to TAS for salmon's
complicated topics

PROJECT 03 · GREATER FRAMING

Beyond operations

What else makes the area special?

We incorporated adjacent operations, external projects, and the regions around the farms.

Time off camera

We needed farmers in controversial sites to trust us, and it took significant time to understand the ecosystem.

Always coming back to food

Reminding viewers that it’s about food, something even detractors understand the importance of.



Turtle rehabilitation center

Authentic exploration builds a better story

04

PROJECT 04 · 2026

The Falklands

Exploring the potential for finfish aquaculture.



PROJECT 04 · THE BRIEF

Show Falkland Islanders what *could* be.

- **The climate is perfect**

  the Faroe Islands of the Southern Hemisphere

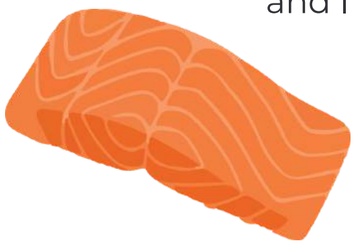
- **But there are no farms to film**

  every salmon shot had to come from somewhere else

- **That's why this… *worked*?**

  I'd already filmed at salmon farms in six countries,
  and I have all that footage





PROJECT 04 · THE SHOOT

A campaign built around the islands, where aquaculture is the prospect













PROJECT 04 · WHAT CAME OF IT

3-EP SERIES

on my public channels

MONTHS OF SHORTS

for the fishers' new aquaculture channels

CINEMA AD

the island's only theater

In June, the Falklands government committed to a public consultation on salmon farming.

A decade in the asking, and the ball is finally rolling.





WHAT CAN YOU DO?

Aquaculture needs more *real* content

CREATING VIDEO CONTENT

A CRASH COURSE

Filming in 4k at 60 frames is possible with most modern smart phones. Avoid low-light and digital zooming. Never compress footage (WhatsApp, emailing, etc.). Focus on video, not audio, and film 30 second snippets of your topic.

Editing may feel daunting, so start simple. Free software like CapCut and Instagram Edits let you do this from your phone. This is where you add voiceover. Script it, and use your footage to overlay the audio story. Open with a strong visual hook and add subtitles.

Posting is not the end. For your growing audience, it's the beginning. Try to post consistently (once or twice a week), but don't burn out. Focus on making your viewers feel heard, reply to comments, respond to DM's, and adjust your posts to your successes. Post across multiple platforms.

Enthusiasm is contagious, especially on social media. Be overzealous, light fires, don't be afraid of saying the wrong thing. Speak with your whole body even in voiceovers. Make new viewers excited to see more of your posts. Have fun with it!

Give it a shot in *any* aquaculture discipline.







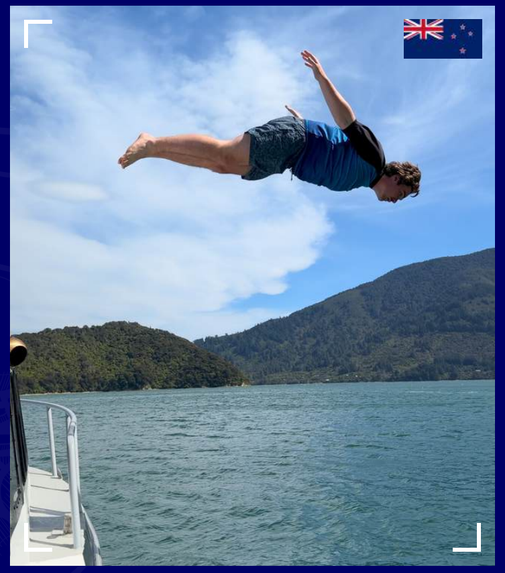
JAMES SIBLEY

Aquaculture can take you anywhere if you're loud about it.

LinkedIn











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