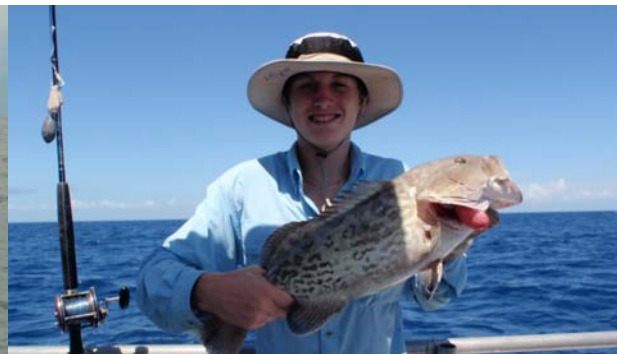




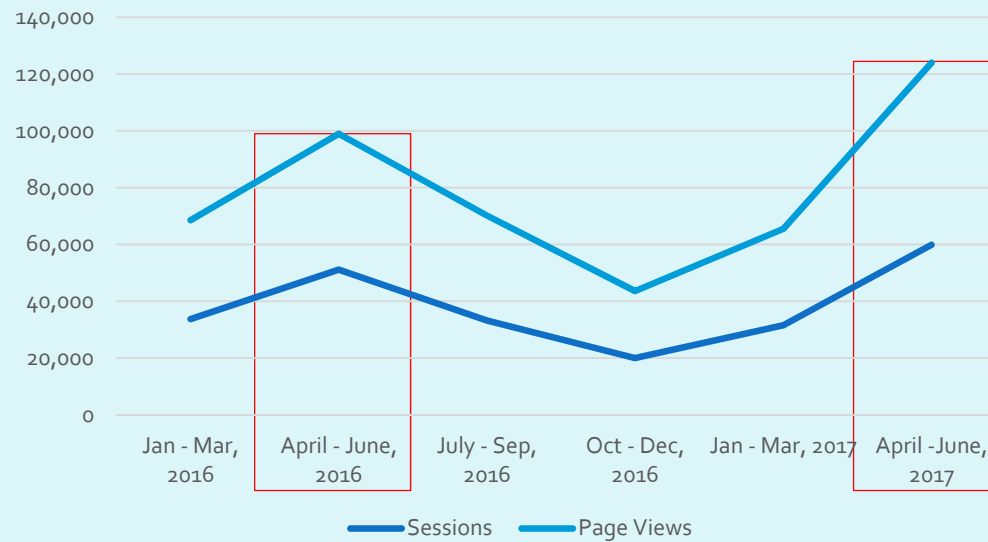
Gulf of Mexico Fishery Management Council

2017 Communications Analytics



Website

Website Engagement



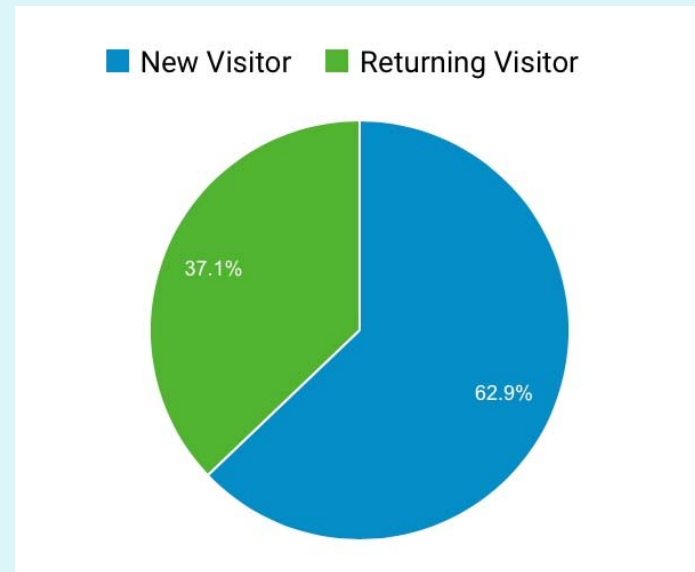
	2014	2015	2016	YTD 2017
Sessions	123,624	114,837	137,993	91,403
Page Views	251,714	353,646	281,155	189,493

Website

2017 Website Use 201,369 Site Visits

Page	# of Views	%
Homepage	62,979	31%
Fishing Regulations	42,373	21%
Federal Fishing Regulations	7,973	4%
Red Snapper Season Extension Press Release	7,264	4%
State Fishing Regulations	5,330	3%
June Council Meeting Materials	3,358	2%
Council Meeting Schedule	3,131	2%
Proposed Amendments	3,005	1%
Management Plans	2,142	1%
Press Releases	2,038	1%

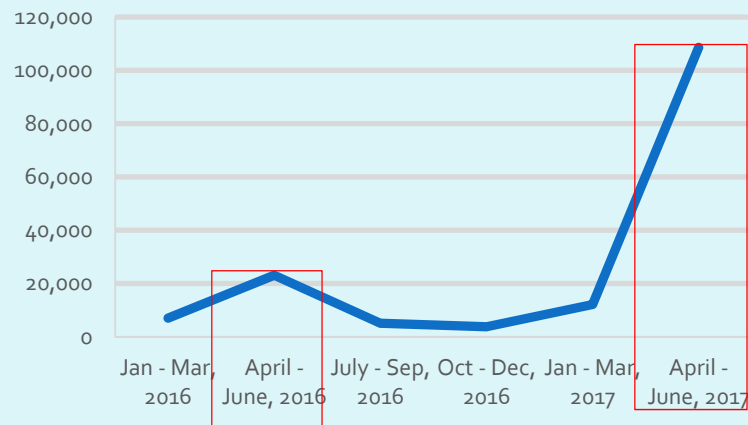
62,308 Unique Users



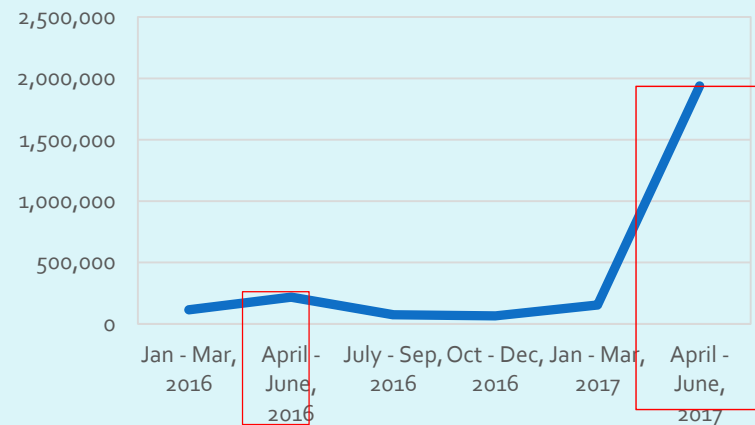
Facebook

	2014	2015	2016	YTD 2017	% Change 2016 - YTD
Followers	4,402	4,914	6,221	8,409	135.2%
Engagements	35,039	30,015	39,006	120,706	309.5%
Impressions	352,259	520,488	471,135	2,092,450	444.1%

Facebook Engagements

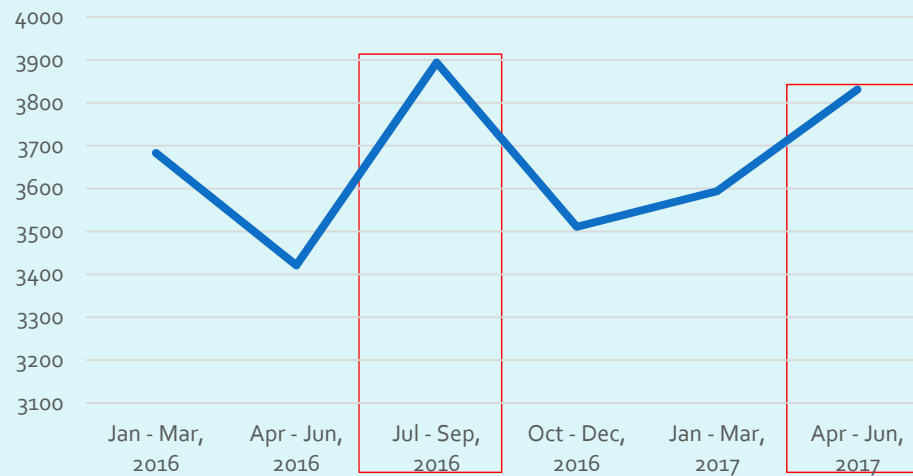


Facebook Impressions



Email Listserve

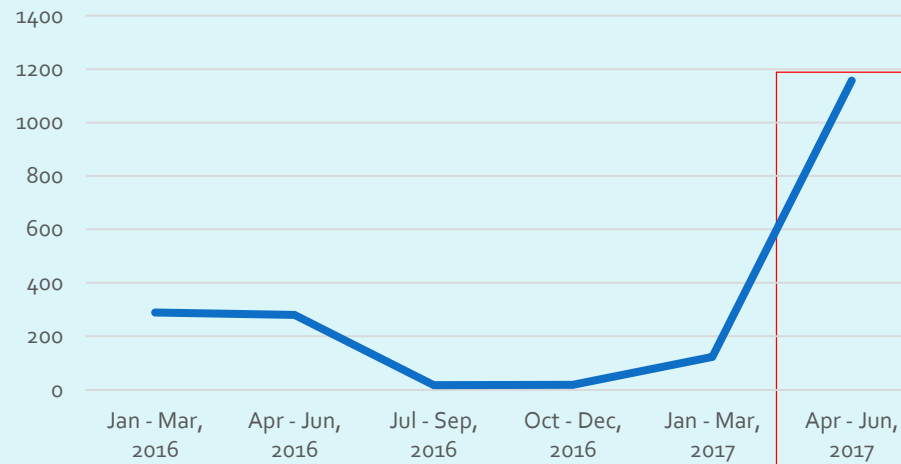
Subscribers



	2014	2015	2016	YTD 2017
Subscribers	3,361	3,609	3,511	3,831
Publications	88	89	89	36
Open Rate	37.37%	36.33%	33.37%	36.95%

YouTube

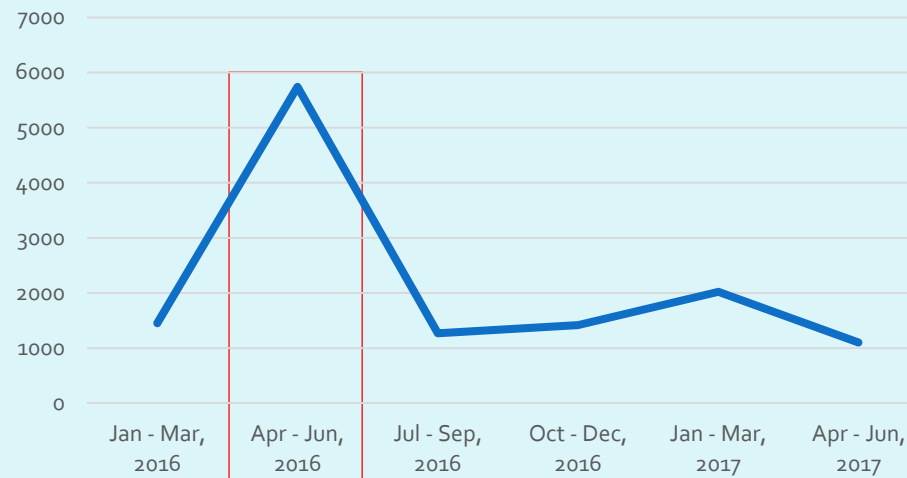
Video Views



	2014	2015	2016	YTD 2017
Total Views	6,895	7,655	7,216	5,793
Video Views	1,785	2,792	604	1,279
Videos	9	10	7	9

Gulf Currents Blog

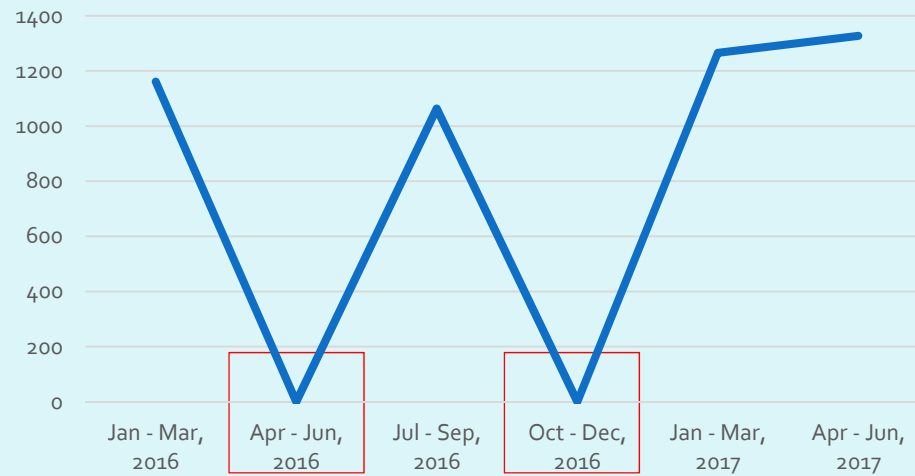
Post Views



	2014	2015	2016	YTD 2017
Page Views	11,248	15,481	49,992	30,920
Post Views	1,473	4,635	9,881	3,124
Posts	6	6	12	3

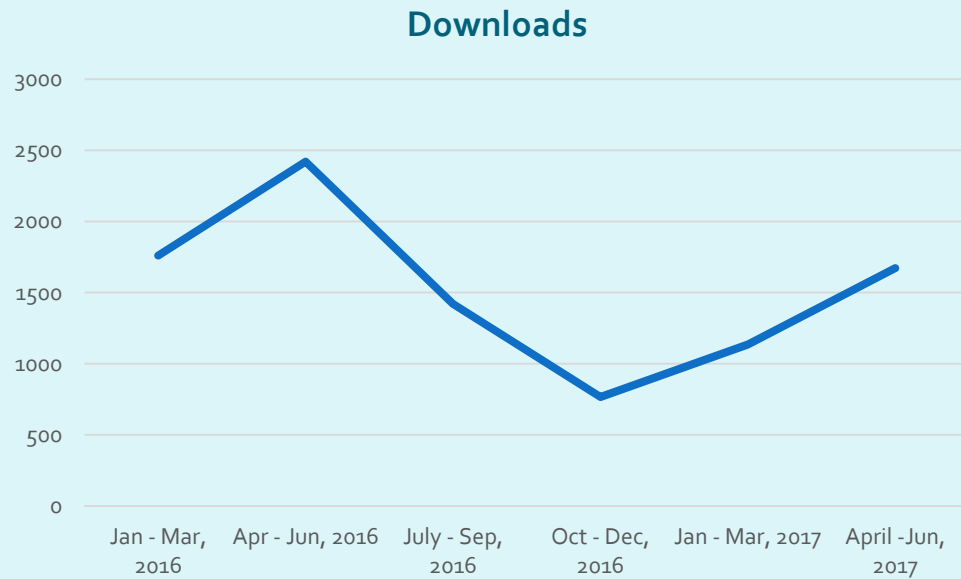
Newsletter

Readership



	2014	2015	2016	YTD 2017
Readers	3,723	2,879	2,225	2,593
Click Throughs	1,045	694	527	573
Publications	4	3	2	2

Regulations APP



	2014	2015	2016	YTD 2017
Downloads	8,449	8,443	6,368	2,806