



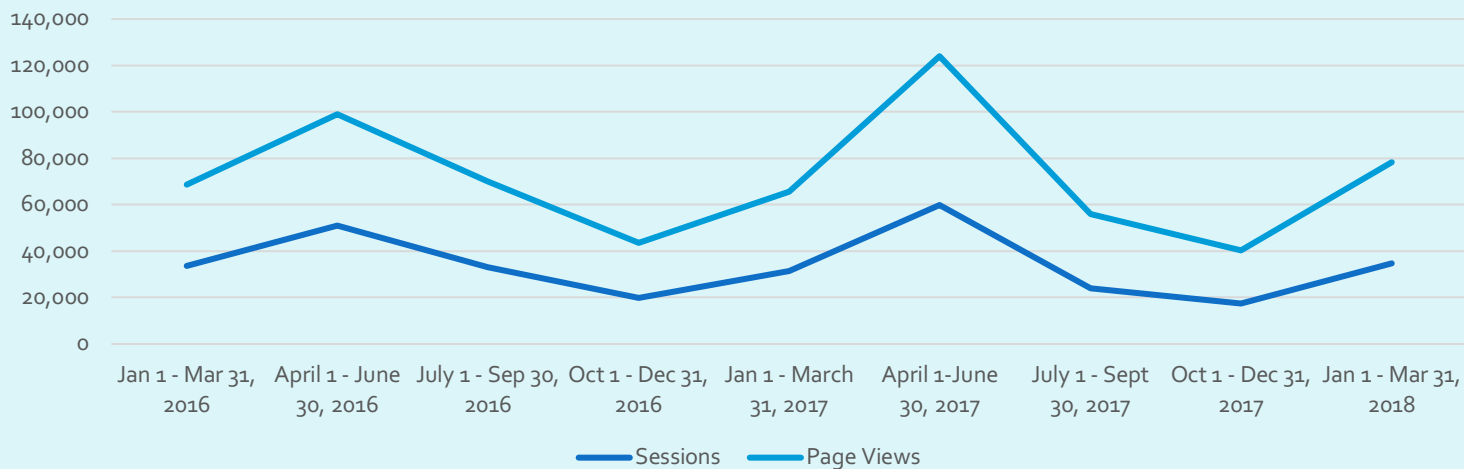
Gulf of Mexico Fishery Management Council

2018 Communications Analytics



Website

Quarterly Website Use



	2015	2016	2017	2018
1st Quarter Sessions	27,827	33,707	31,534	34,657
Annual Sessions	114,837	137,993	132,878	
1st Quarter Page Views	61,217	68,524	65,508	78,343
Annual Page Views	353,646	281,155	285,806	

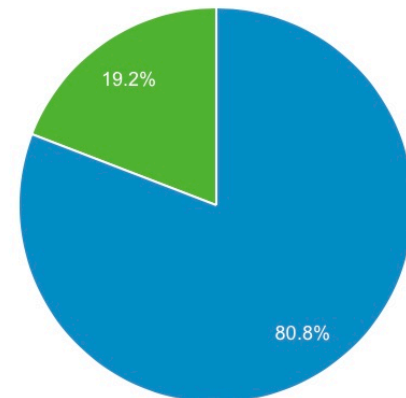
Website

2018 Website Use 78,343 Site Visits

Page	# of Views	%
Homepage	18,531	23.65%
Federal Fishing Regulations	11,111	14.18%
January Meeting Briefing Book	5,403	6.9%
Fishing Regulations	3,425	4.37%
Council Meeting Schedule	2,805	3.58%
Triggerfish and AJ Season Press Release	2,282	2.91%
Proposed Amendments	1,459	1.86%
Amberjack Season and Fishing Year Press Release	1,342	1.71%
State Fishing Regulations	1,332	1.7%
Press Releases	1,082	1.38%

22,548 Unique Users

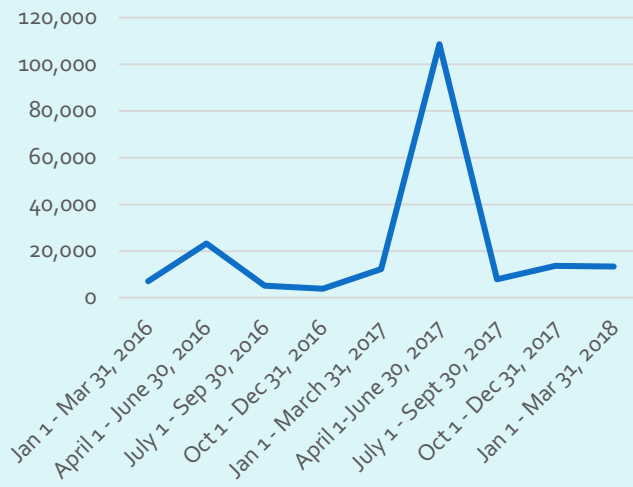
■ New Visitor ■ Returning Visitor



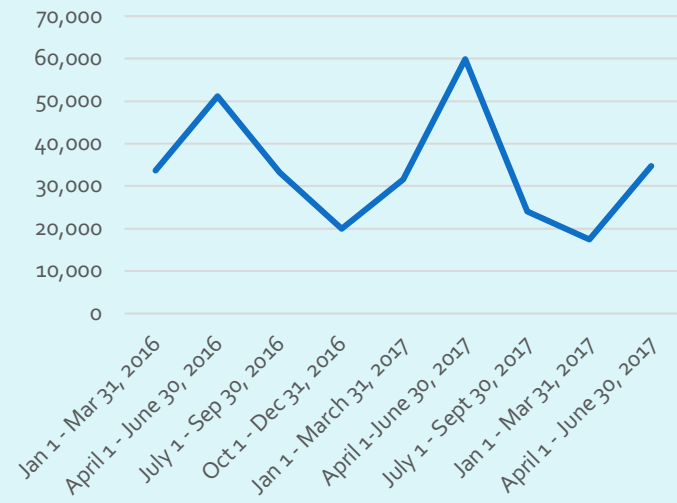
Facebook

	2015	2016	2017	YTD 2018
Followers	4,914	6,221	8709	8911
Engagements	30,015	39,006	141,921	13,352
Impressions	520,488	471,135	2,394,828	218,241

Facebook Engagements



Facebook Impressions



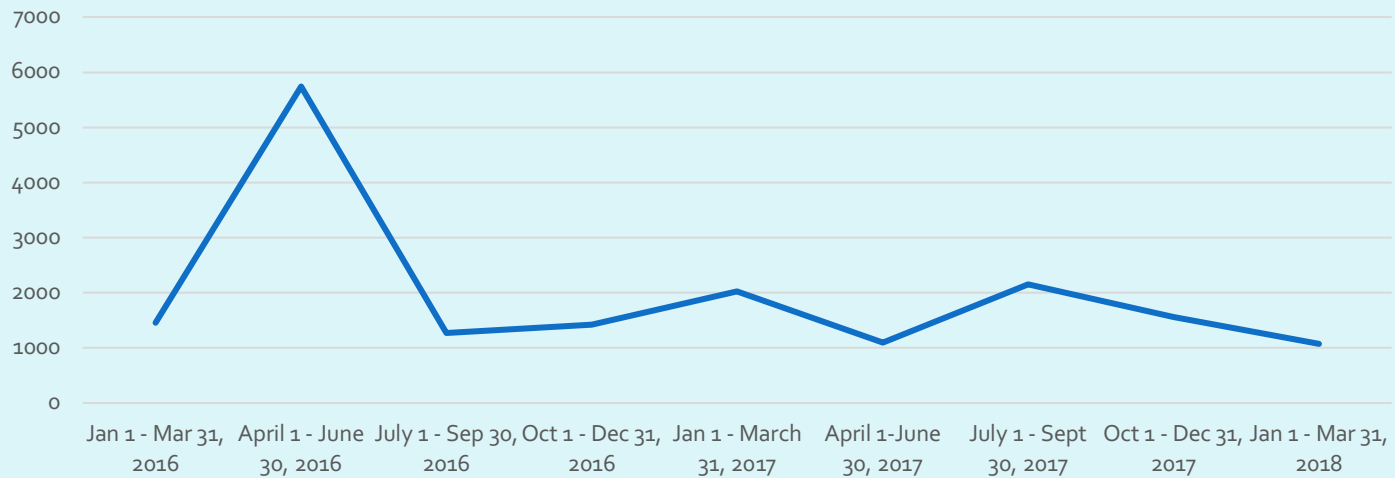
Email Listserve



	2015	2016	2017	2018 YTD
Subscribers	3,609	3,511	4011	4162
Publications	89	89	69	20
Open Rate	36.33%	33.37%	35.79%	32.22%

YouTube

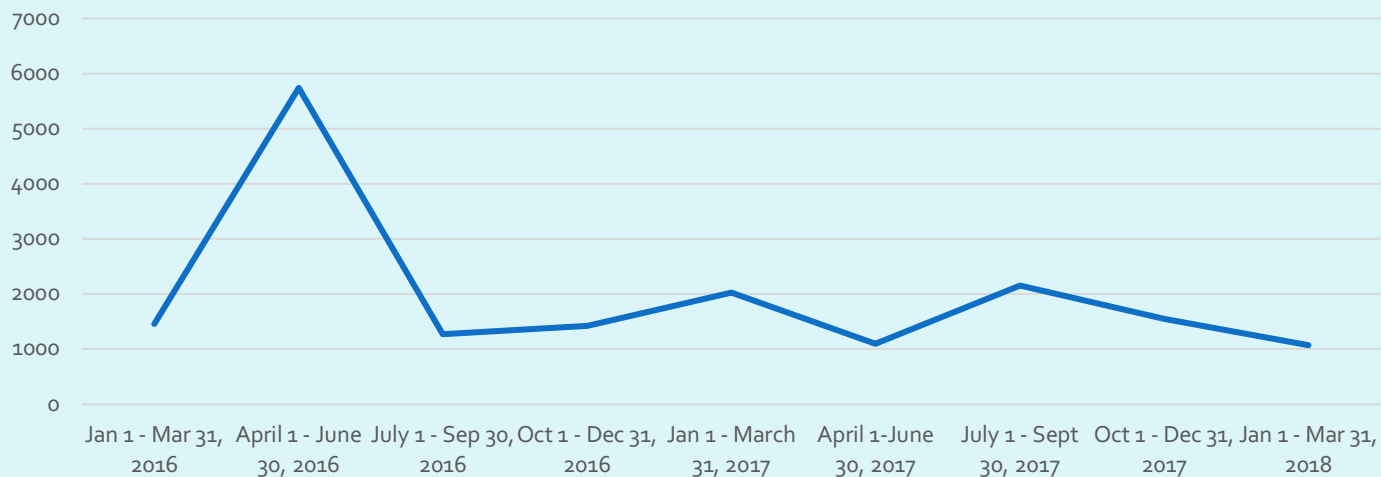
Quarterly Video Views



	2015	2016	2017	YTD 2018
Total Views	7,655	7,216	8,638	2,639
Video Views	2,792	604	1,684	0
Videos	10	7	12	0

Gulf Currents Blog

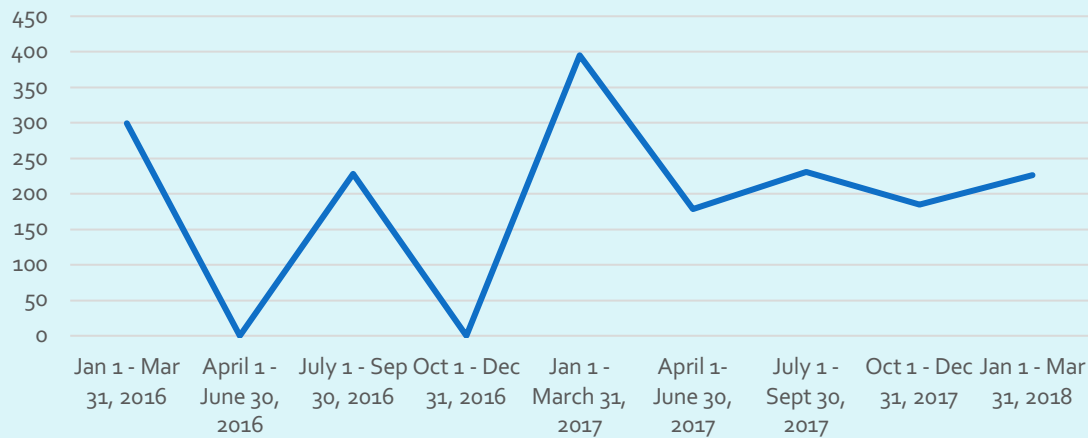
Quarterly Post Views



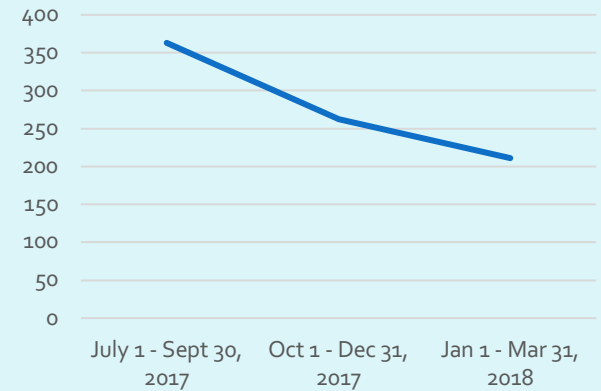
	2015	2016	2017	YTD 2018
Page Views	15,481	49,992	40,764	2,639
Post Views	4,635	9,881	6,836	1073
Posts	6	12	7	3

Newsletter

Quarterly Constant Contact Newsletter Click-Throughs



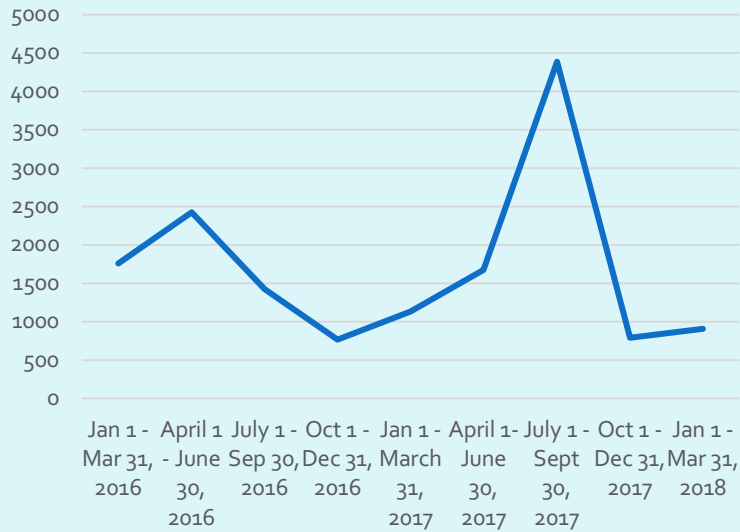
Quarterly Website Newsletter Readers



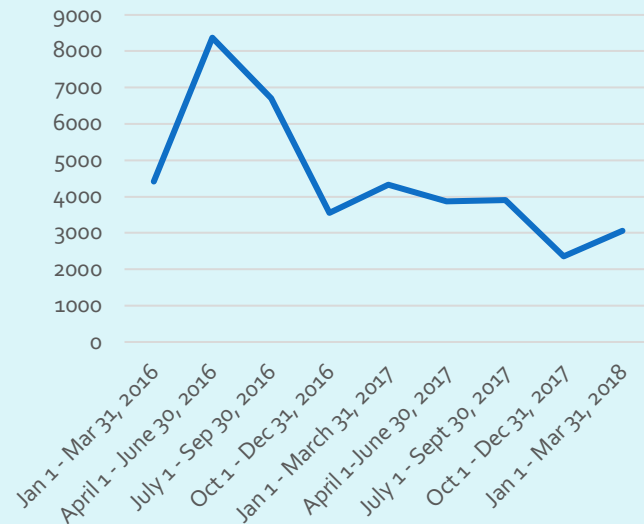
		2015	2016	2017	YTD 2018
Publications		3	2	4	1
Constant Contact	Readers	2,879	2,225	5,040	1,423
	Click Through	694	527	989	226
Website				625*	211

Regulations App

Quarterly
App Downloads



Quarterly App Use Sessions



	2015	2016	2017	2018
Downloads	8,443	6,368	2,806	903
Use Sessions	20,751	23,048	14,450	3,052