



Gulf of Mexico Fishery Management Council:  
December 2023 Outreach and Education Technical Committee

# 2023 Communications Improvement Plan and Q1-Q3 Analytics

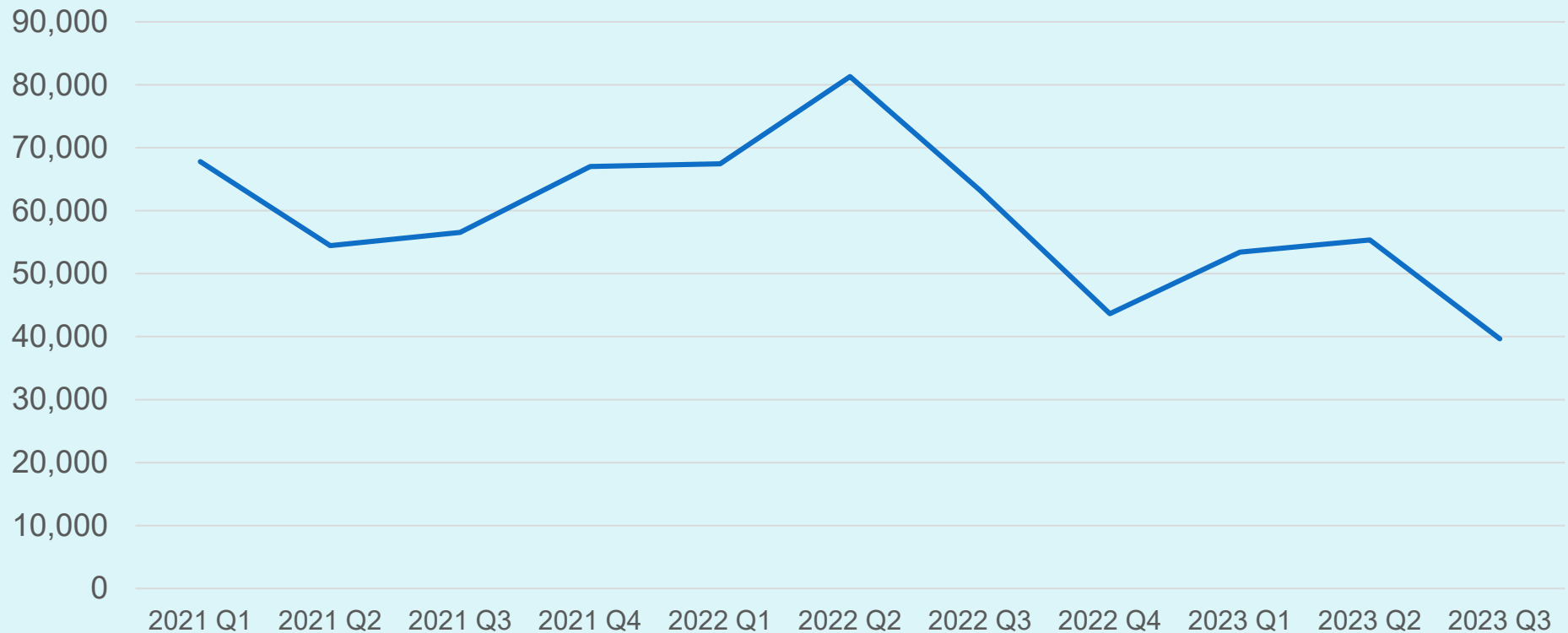
# 2023 Website Improvements

- ✓ Add more information on AP and SSC web pages describing the commitment and process of serving
- ✓ Update homepage slideshow with helpful resources
- ✓ Create one-stop shop for angler resources
- ✓ Add mobile user analytics and review website for mobile friendliness
- ✓ Improve calendar widget on homepage
- ✳ Integrate Fish Rules API to regulations pages
  
- ✗ Add fisheries independent page to fisheries science page
- ✗ Utilize web contractor to modernize the aesthetic and theme of website



# Website Analytics \*

## Quarterly Website Sessions



	2019	2020	2021	2022	Q1-Q3 2023*
Annual Sessions	137,854	149,656	245,889	255,673	148,435
Annual Page Views	252,237	287,103	369,168	343,815	249,748

# Website Analytics\*

## Q1-Q3 2023 Website Use by Page

Page	# of Views
Homepage	24,294
Federal Fishing Regulations	13,151
Red Snapper Regulations Page	8,937
Fishing Regulations	5,377
Council Meetings	5,145
Commercial Fish Rules App	5,183
Imposters! Snapper ID Blog	4,718
June Council Meeting Materials	4,128
Imposters! Jacks ID Blog	4,015
Gray (Mangrove) Snapper Regulations	3,949

68,000 Unique Users

New users by First user default channel group



# 2023 Video Improvements

✓ Re-do AP/SSC Orientation Video

✱ Create shorts/reels

- Announce in-season closures
- Meeting highlights
- Public comment opportunities
- Good news – Stock assessments

✗ Shoot, edit, and distribute 4 vlog videos

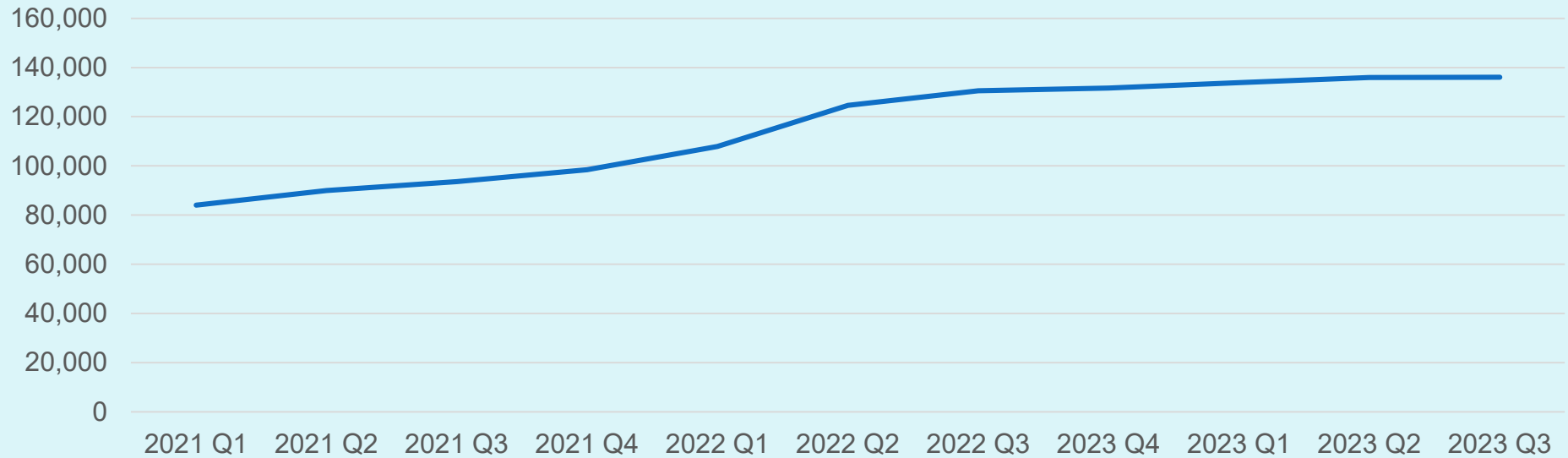
- Highlight high-profile people
- Highlight research

✗ Live stream all video content



# YouTube

## Quarterly Total Video Views



	2019	2020	2021	2022	Q1-Q3 2023
Total Views	13,327	10,409	14,330	33,309	23,845
Video Views	1122	545	864	2,179	6,196
Videos	6	5	6	9	12

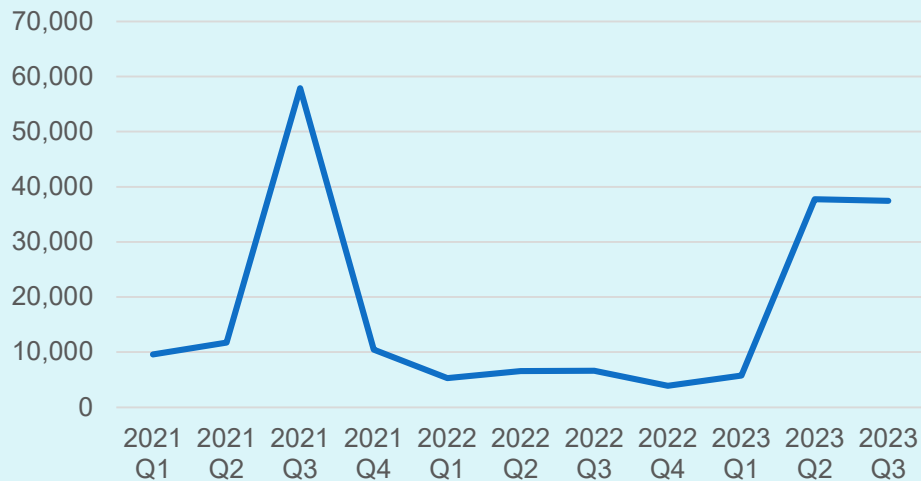
# 2023 Social Media Improvements

- ✓ Regularly post nudges to join our subscriber listserv.
- ✓ Regularly post helpful content driving people to Council materials
- ✓ Post re-occurring helpful content
  - ✓ Highlighting different fisheries
  - ✓ Holiday content
  - ✗ Interactive content on difficult regulations
- ✓ Update Instagram campsite with relevant links

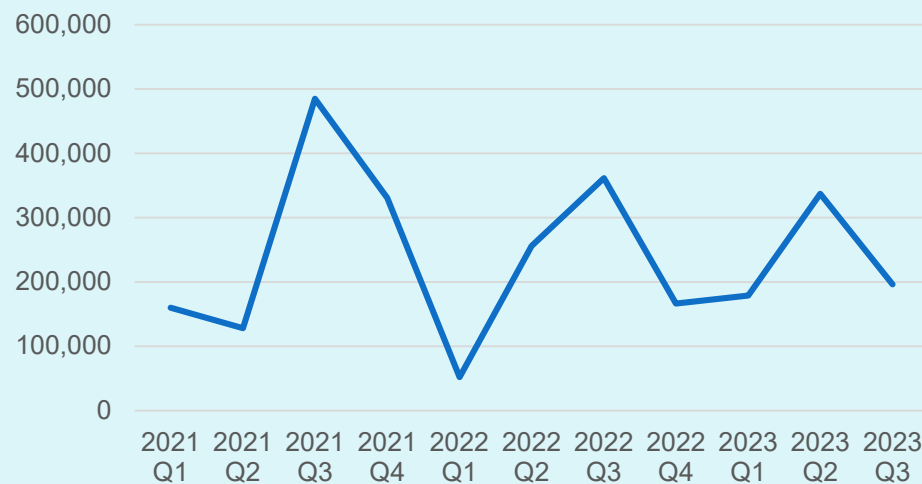
# Facebook

	2019	2020	2021	2022	Q1-Q3 2023
Followers	9917	10,230	12,374	13,560	14,419
Engagements	32,101	18,542	89,663	22,318	80,907
Reach	337,230	224,686	1,102,389	835,613	711,573

### Quarterly Facebook Engagements



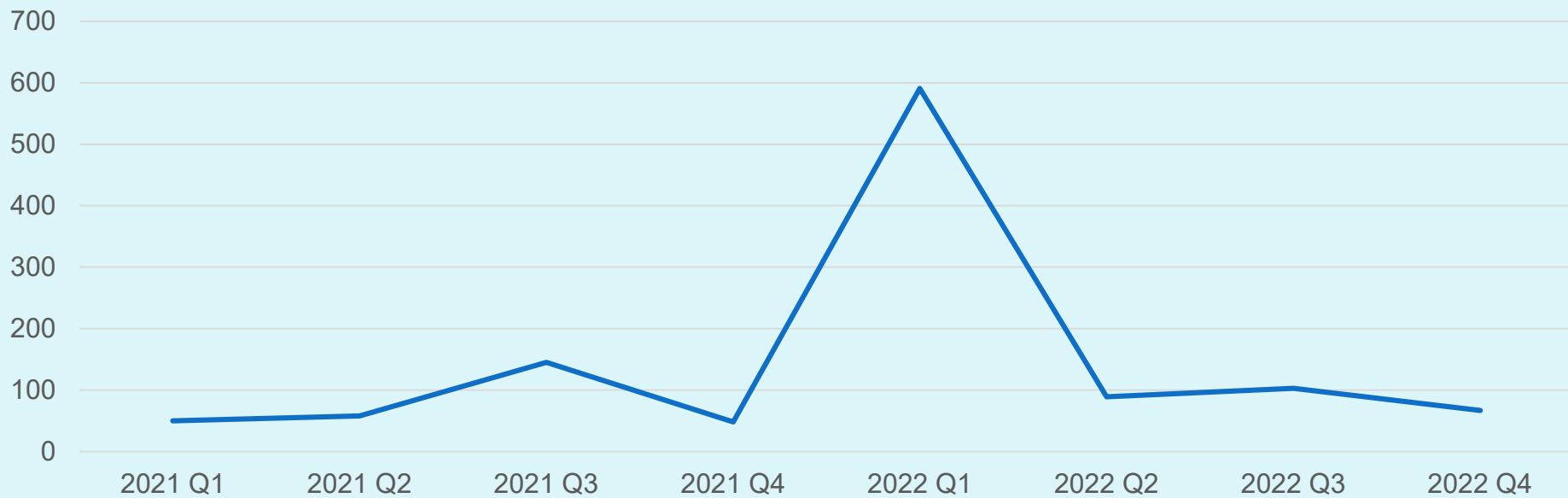
### Quarterly Facebook Reach





# Instagram

Quarterly Instagram Engagements 2021-2022



	2021	2022	2023
Followers	132	256	363
Engagements	301	850	526
Reach	3193	4172	6780



# Reels/Shorts

	Q1 2023	Q2 2023	Q3 2023
Reels/Shorts Produced	3	2	3
Facebook Views	14,282	11,905	20,974
Facebook Interactions	226	173	291
YouTube Views	82	222	109



# 2022 Blog Improvements

- ✓ Publish 8 blog articles
- ✓ Publish 2 digests
- ✓ Publish a new blog theme highlighting stakeholder engagement success
- ✓ Write a 'how to get engaged' blog series
- ✓ Add share button to blog articles
- ✓ Work with web developer to find a mechanism for measuring the number of overall blog posts
- ✗ Create dynamic 'StoryMap' posts

# Gulf Currents Blog

	2019	2020	2021**	2022	Q1-Q3 2023
Blog Page Views	13,903	8,541	846*	1687*	?**
Individual Post Views	1122	593	673	1584	?**
Posts	7	7	14	8	6

## 2023 Top Blogs

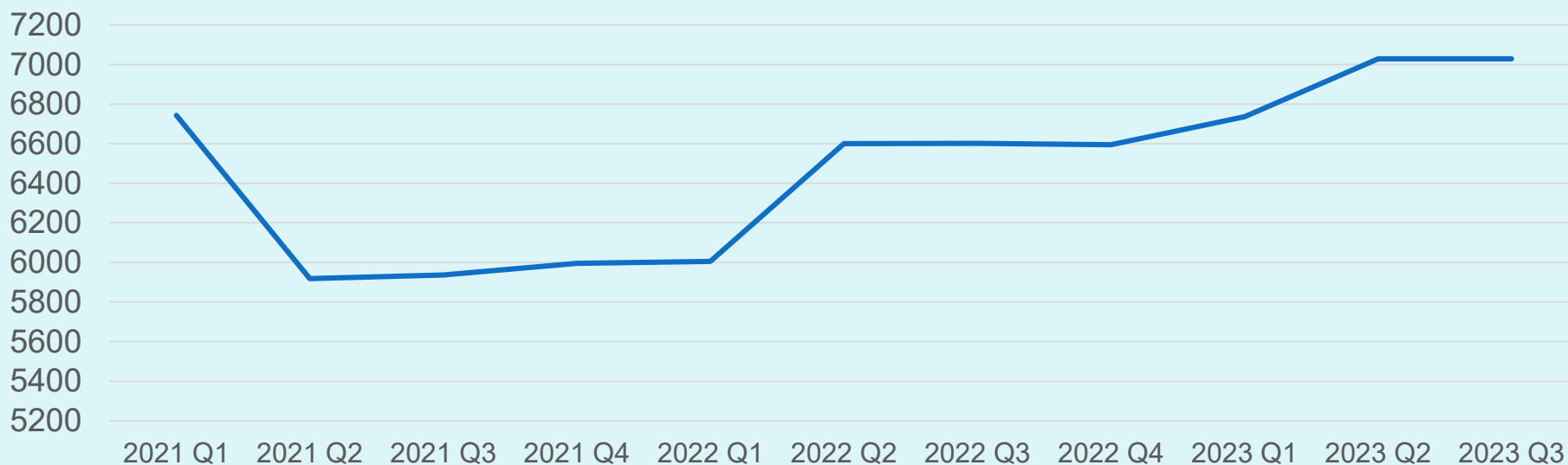
Imposters! The other red snappers and how to identify them = 5,216 (#8)

Imposters! The other jacks and how to identify them = 4,211 (#10)

Aggregate Bag Limit = 1,461 (#27)

# Email Listserv

## Quarterly Listserv Subscribers



	2019	2020	2021	2022	Q1-Q3 2023
Subscribers	4817	5492	5996	6595	7028
Publications	77	98	167	88	76
Open Rate	34.56%	32.82%	33.35%	44.3%	46%

# Recreational Fish Rules

	2020	2021	2022	Q1-Q3 2023
Unique Users	300,000	490,000	490,000	483,000
Sessions Per User		7.1	6.7	5.9
Average Engagement Time Per Use		1 Minute, 23 Seconds	1 minutes, 56 seconds	2 minutes, 36 seconds

species_name	
CUSTOM PARAMETER	<u>EVENT COUNT</u>
(total) 200 items	10M
Drum, Red	285K
Grouper, Gag	258K
Snapper, Red	246K
Amberjack, Greater	225K
Flounder	199K
Grouper, Red	195K
Seatrout, Spotted	194K

←  
Top  
Species  
Views

→  
Top  
Location  
Views

location	
CUSTOM PARAMETER	<u>EVENT COUNT</u>
(total) 200 items	10M
FL State Waters	2.7M
FL Gulf State Waters	1.6M
FL Atlantic State Waters	1.5M
NC State Waters	926K
FL State + Fed Waters	540K
Highly Migratory Species	471K
Alabama State Waters	327K

# Commercial Fish Rules

	2021	2022	Q1-Q3 2023
Users	1800	2600	2600
Sessions Per user	90	4.2	5
Average Engagement Time Per Use	9 minutes	1 minute, 35 seconds	2 minutes

CITY	USERS
Orlando	367
Miami	343
Tampa	251
Raleigh	248
Atlanta	199
Charlotte	147
New Orleans	123

←  
Top Views by City



# Additional 2023 Improvements

## Fisherman Feedback

- ✓ Create a communications guidelines document
- ✓ Create a factsheet explaining the tool and its utility

## Public Comment

- Ensure public comment database is archived properly





# Additional 2023 Improvements

## Fish Rules/Fish Brain

- ✘ Add recreational quotas
- ✘ Cultivate Fish Brain page
- ? Use fish brain 'catch' information to inform management

# Additional 2023 Improvements

- ✓ Position descriptions for AP, SSC members and chairs
- ✓ Species Timeline Project
- ✓ Communications Guidelines Book



# Feedback?



Questions?  
Feedback!  
Suggestions.