



Tab O, No. 4

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

2023 Communications Improvement Plan and Analytics

2023 Website Improvements

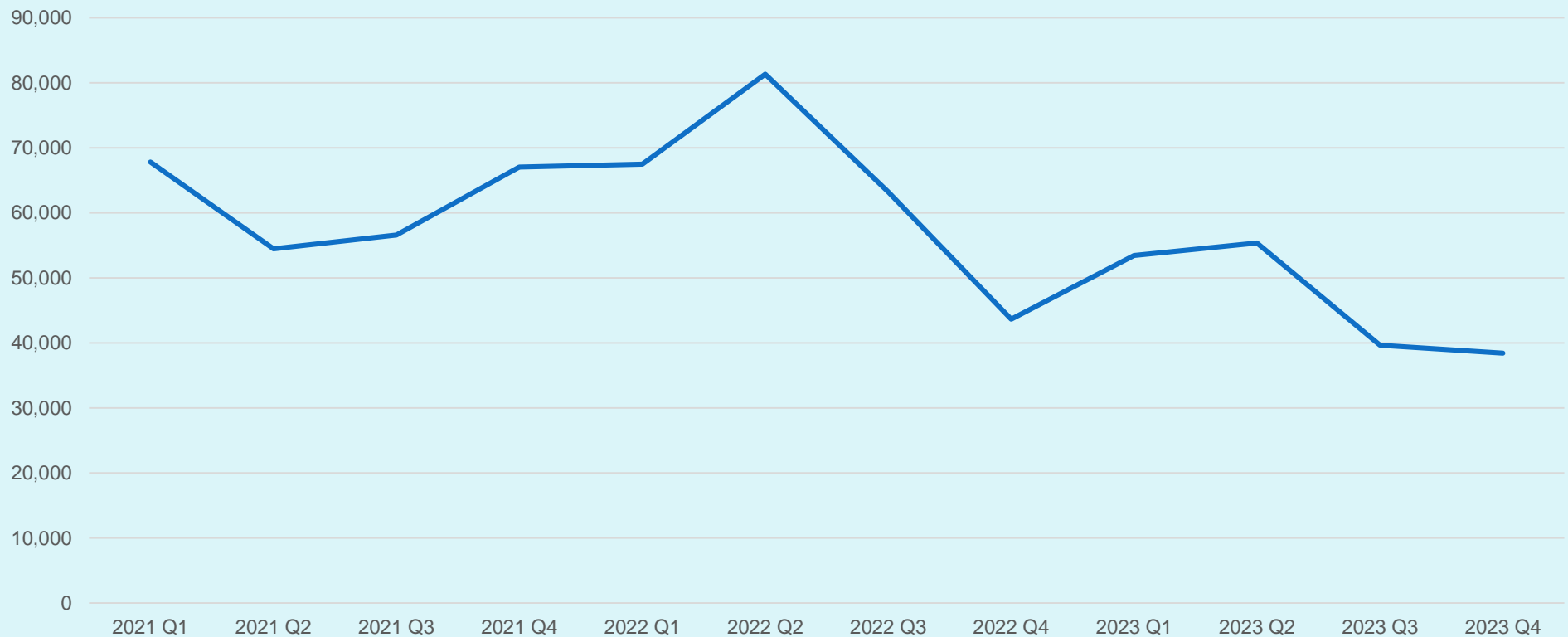
- ✓ Add more information on AP and SSC web pages describing the commitment and process of serving
- ✓ Update homepage slideshow with helpful resources
- ✓ Create one-stop shop for angler resources
- ✓ Add mobile user analytics and review website for mobile friendliness
- ✓ Improve calendar widget on 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	2023*
Annual Sessions	137,854	149,656	245,889	255,673	186,870
Annual Page Views	252,237	287,103	369,168	343,815	321,462

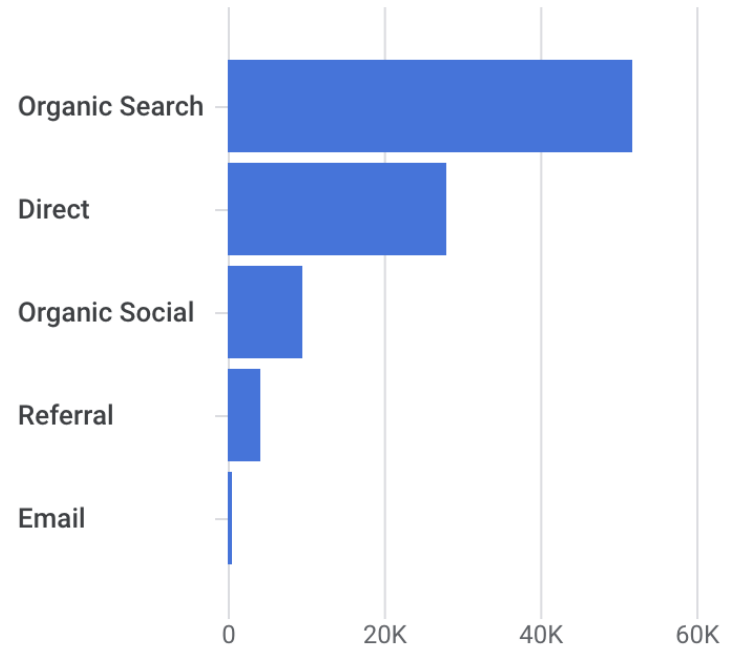
Website Analytics*

2023 Website Use by Page

Page	# of Views
Homepage	40,558
Federal Fishing Regulations	12,862
Council Meetings	11,221
Red Snapper Regulations	8,937
Fishing Regulations	6,714
2021 Press Release Commercial Fish Rules	6,253
October 2023 Council Meeting	5,484
Blog Red Snapper ID	5,051
Imposters! Jacks ID Blog	4,041
June Council Meeting	3,752

87,000 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

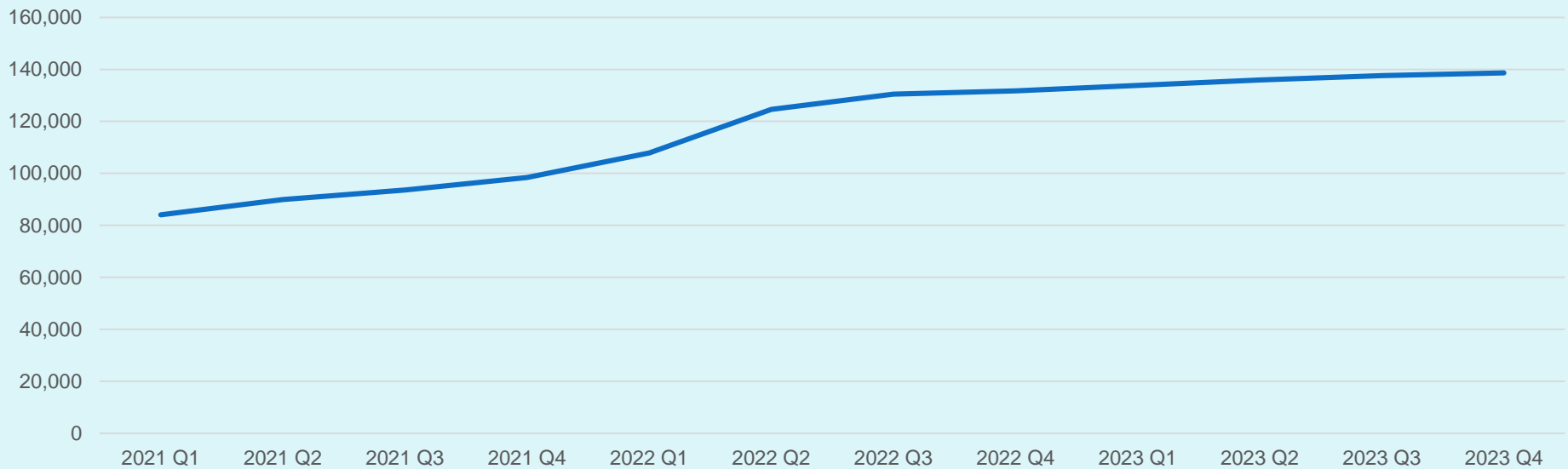
- Highlight high profile people
- Highlight research

✗ Live-stream all video content



YouTube

Total Video Views



	2019	2020	2021	2022	2023
Total Views	13,327	10,409	14,330	33,309	10,162
Video Views	1122	545	864	2,179	2,474
Videos	6	5	6	9	7

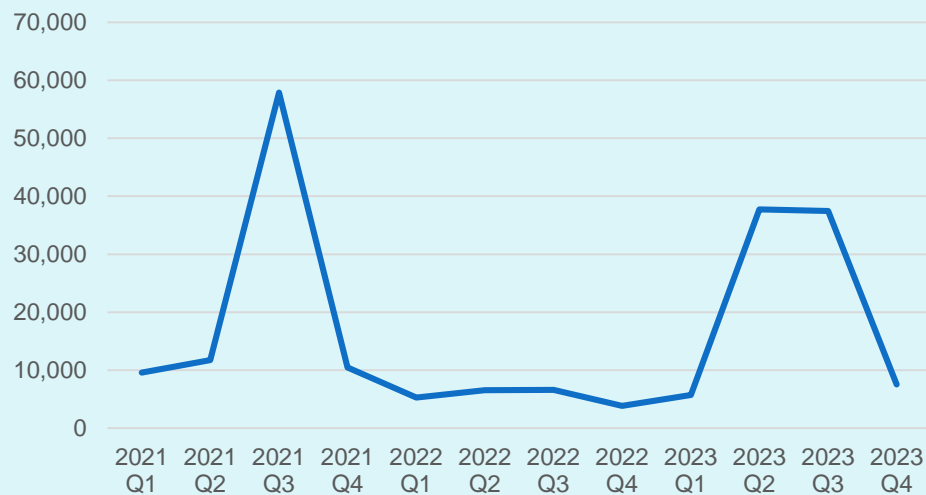
2023 Social Media Improvements

- ✓ 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

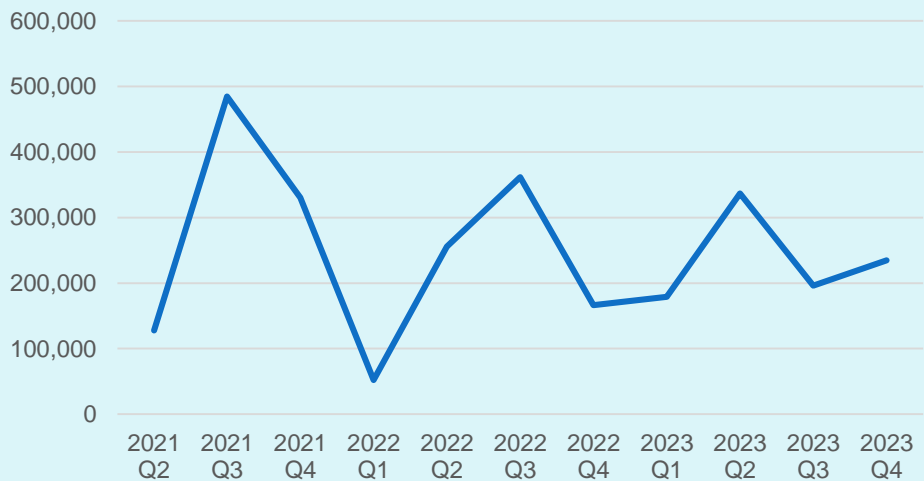
Facebook

	2019	2020	2021	2022	2023
Followers	9917	10,230	12,374	13,560	14,480
Engagements	32,101	18,542	89,663	22,318	88,471
Reach	337,230	224,686	1,102,389	835,613	946,006

Quarterly Facebook Engagements

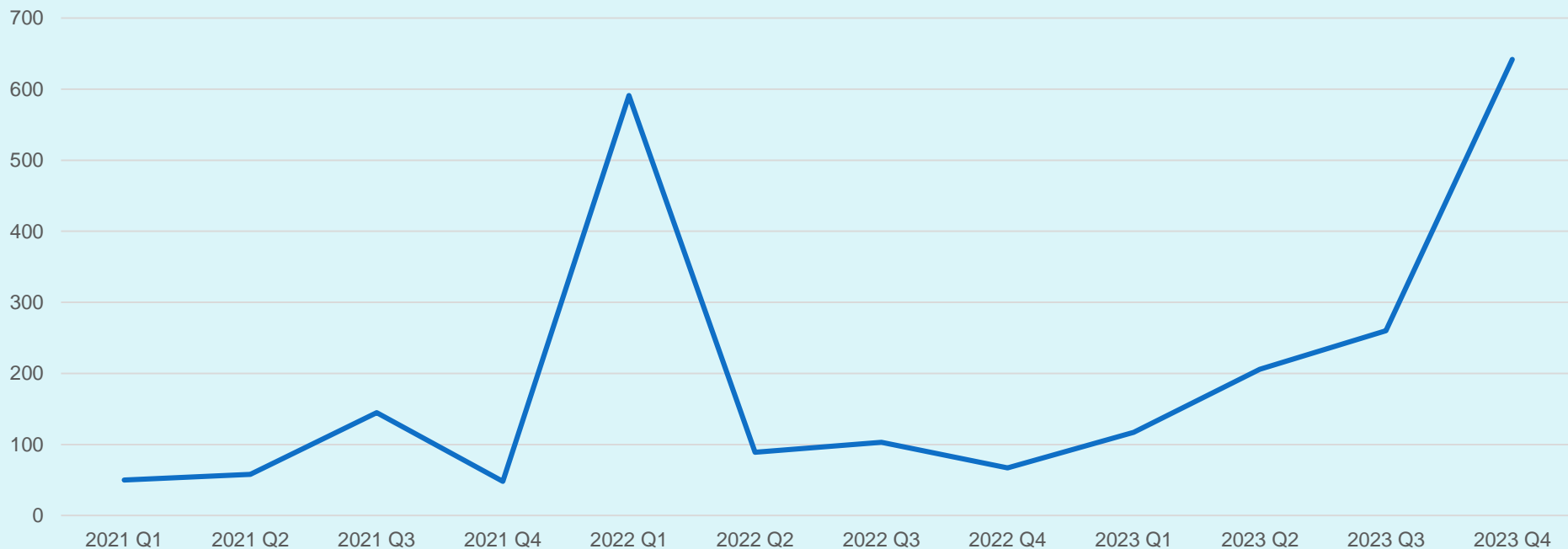


Quarterly Facebook Reach



Instagram

Quarterly Instagram Engagements



	2021	2022	2023
Followers	132	256	363
Engagements	301	850	1225
Reach	3193	4172	9725



2023 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

- ✗ Create dynamic 'StoryMap' posts
- ✗ Work with web developer to find a mechanism for measuring the number of overall blog posts

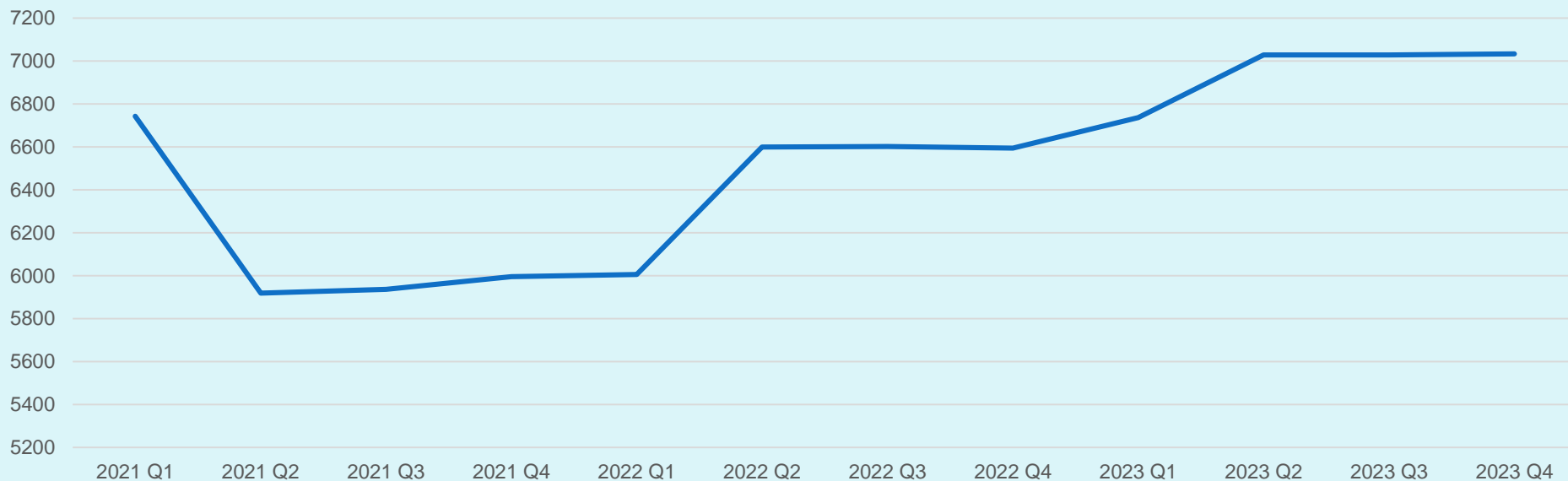
Gulf Currents Blog



	2019	2020	2021*	2022*	2023**
Blog Page Views	13,903	8,541	?	?	?
Individual Post Views	1122	593	673	1566	?
Posts	7	7	14	6	8

Email Listserv

Quarterly Listserv Subscribers



	2019	2020	2021	2022	2023
Subscribers	4817	5492	5996	6595	7034
Publications	77	98	167	88	91
Open Rate	34.56%	32.82%	33.35%	44.3%	46.5%

Recreational Fish Rules

	2020	2021	2022	2023
Unique Users	300,000	490,000	490,000	509,000
Sessions Per User		7.1	6.7	6.1
Average Engagement Time Per Use		1 minute, 23 seconds	1 minutes, 56 seconds	2 minutes, 37 seconds
Views of Gulf Federal Regulations				245,000

species_name

CUSTOM PARAMETER

EVENT COUNT

(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

Commercial Fish Rules

	2021	2022	2023
Users	1800	2600	2700
Sessions Per user	90	4.2	5.2
Average Engagement Time Per Use	9 minutes	1 minute, 35 seconds	1 minute, 55 seconds



Top Views by City

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

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.