



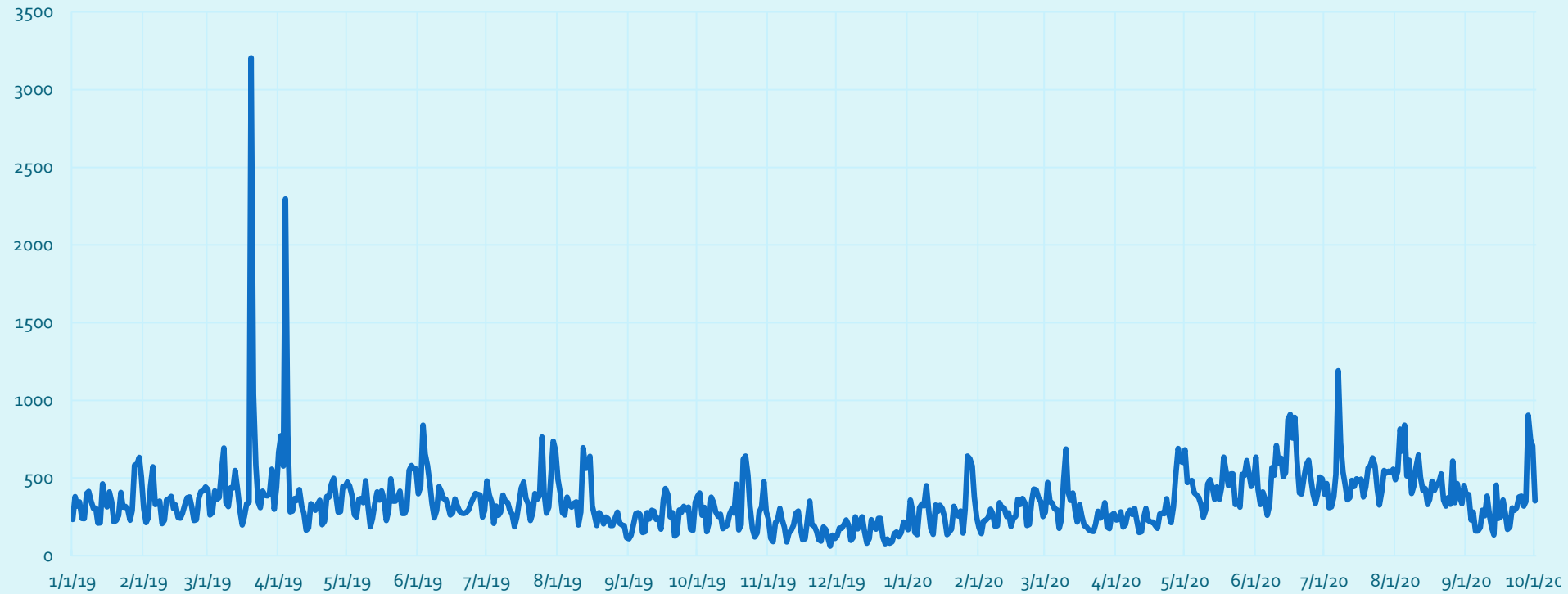
Tab O, No. 4

Gulf of Mexico Fishery Management Council

2020 Communications Analytics

Website

Website Sessions 2019-2020



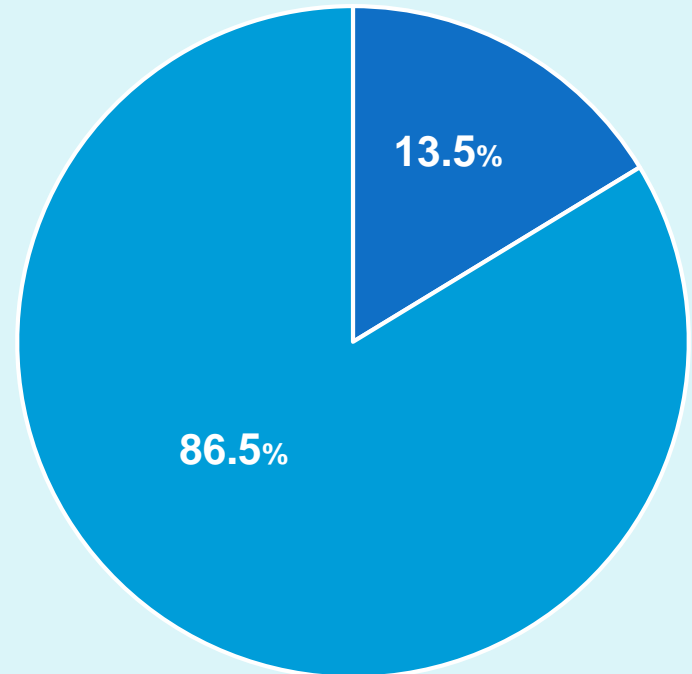
	2016	2017	2018	2019	2020
Annual Sessions	137,993	132,878	154,348	120,309	133,683
Annual Page Views	281,155	285,806	313,570	252,237	287,103

Website

2020 Website Use by Page

Rank	Page
1	Federal Fishing Regulations
2	Homepage
3	Council Meetings
4	Fishing Regulations
5	Red Snapper Regulation
6	2019 Triggerfish and Greater Amberjack Closure Press Release
7	State Fishing Regulations
8	January 2020 Council Meeting
9	SSC Meetings
10	June 2020 Council Meeting

91,003 Users



■ Returning Users ■ Unique Users

Regulations App

Gulf Council APP	2015	2016	2017			
Downloads			70,529			
Sessions	20,751	23,048	14,450			
Fish Rules				2018*	2019	2020
Users					847,842	868,654

2020 Rank	2019 Rank	Species	2020	2019
1	2	Red Drum	186,887	180,622
2	1	Amberjack, Greater	186,338	199,477
3	3	Grouper, Gag	174,601	172,190
4	6	Snapper, Red	155,966	151,323
5	5	Grouper, Black	154,126	153,887
6	7	Seatrout, Spotted	150,138	145,752
7	8	Flounder	149,254	140,387
8	4	Cobia	147,800	154,908
9	11	Mackerel, Spanish	132,602	130,837
10	10	Drum, Black	127,965	130,917
11	14	Snapper, Gray	126,388	115,089
12	12	Grouper, Red	126,248	124,874
13	9	Dolphin	124,546	134,130
14	15	Sheepshead	119,411	113,779
15	13	Bluefish	118,439	117,426
16	16	Hogfish	109,146	112,403
17	17	Mackerel, King	106,955	111,574
18	20	Snook (all species)	106,700	104,038
19	21	Snapper, Mutton	102,190	99,187
20	22	Triggerfish, Gray	99,551	96,343
21	18	Amberjack, Lesser	98,298	108,522
22	23	Sea Bass, Black	97,408	94,589
23	24	Pompano	96,819	93,109
24	19	Barracuda, Great	94,441	106,996
25	26	Snapper, Lane	91,683	89,041

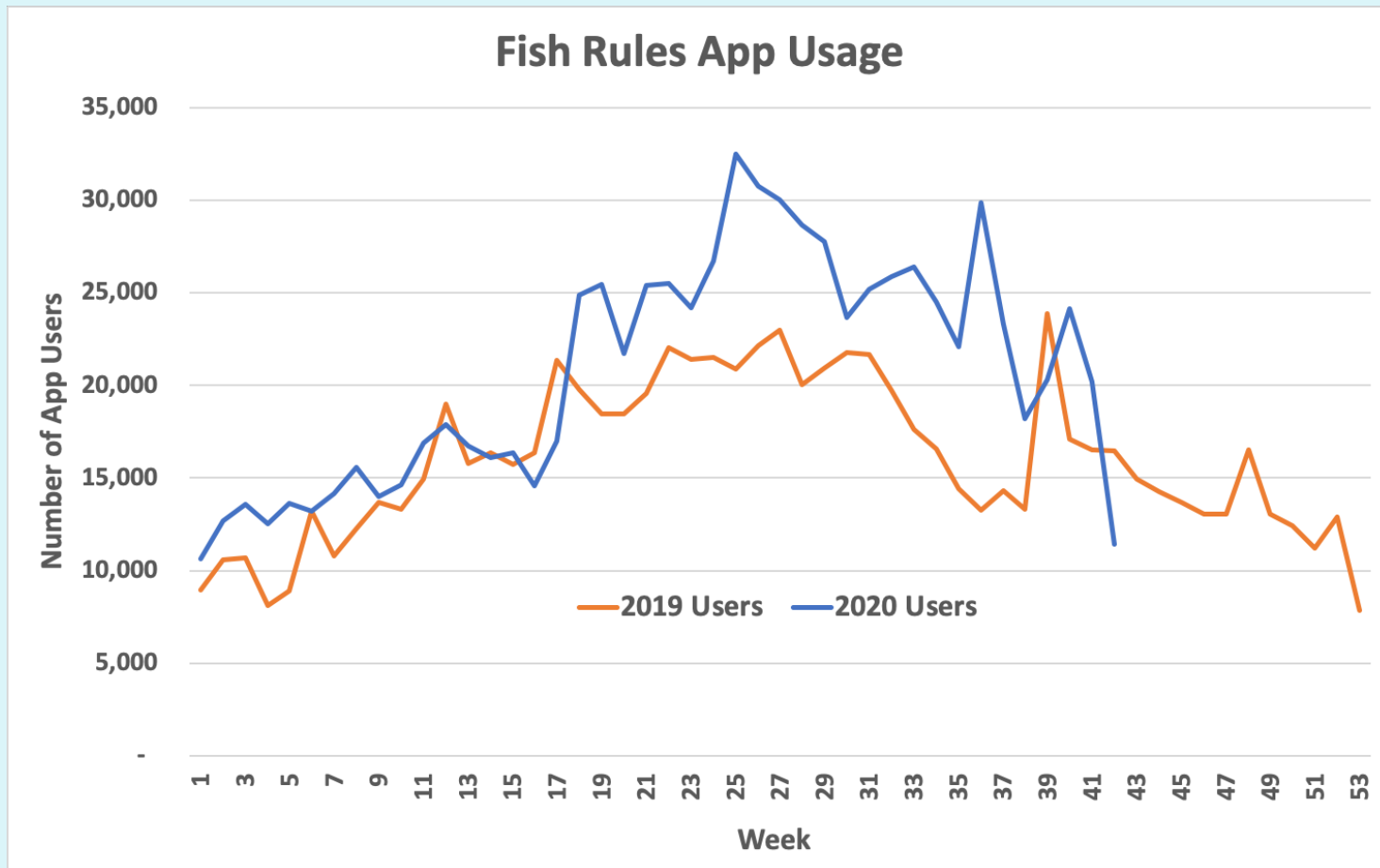
Use by Species

Use by Location

Period of Record: 1-1-2019 to 12-31-2019		
Rank	# location	Event count
1	FL Atlantic State Waters	2,442,773
2	FL Gulf State Waters	1,892,665
3	NC State Waters	820,177
4	USA Atlantic	755,633
5	FL State Waters	447,780
6	Alabama State Waters	282,884
7	SC State Waters	246,040
8	Texas State Waters	203,415
9	FL SE Region	198,681
10	South Atlantic Federal Waters	163,719
11	Gulf of Mexico Federal Waters	133,864
12	FL SW Region	132,425
13	FL Monroe County	129,621
14	Louisiana State Waters	107,385
15	Georgia State Waters	101,698
16	FL NW Region	84,287
17	New York State Waters	76,908
18	FL Gulf Red Tide Area 2018	75,162
19	Mississippi State Waters	74,834
20	Virginia State Waters	73,221
21	CA State Waters	56,825
22	New Jersey State Waters	49,829
23	Bahamian Waters	47,482
24	Massachusetts State Waters	36,863
25	Special Permit Zone	29,948

Fish Rules

Number of Fish Rules App Users by Week by Year

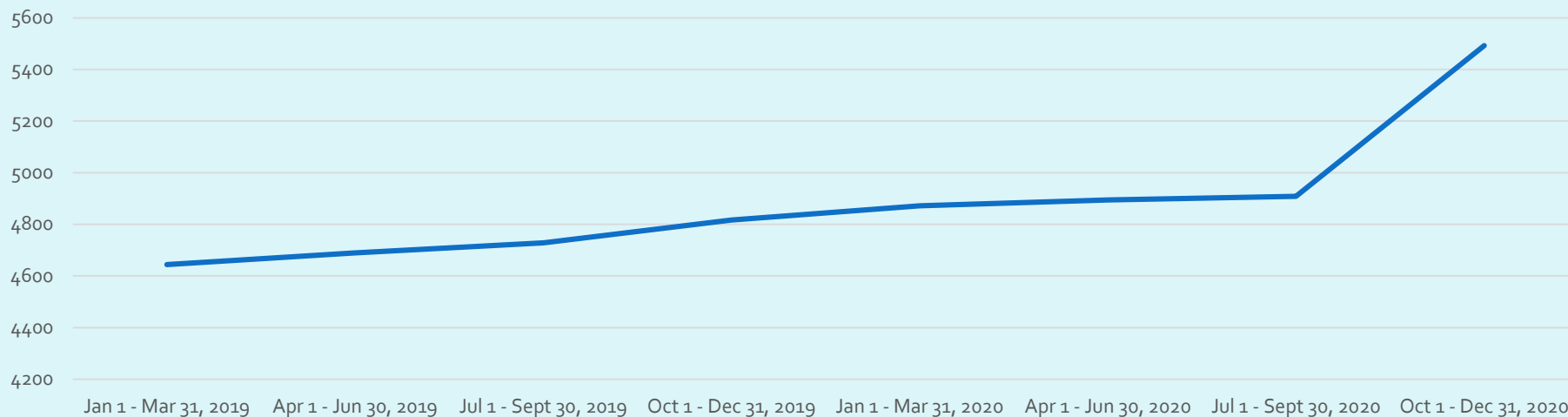


Cumulative Annual Users: 2019 = 847,842 app users; 2020 = 868,654 app users



Email Listserve

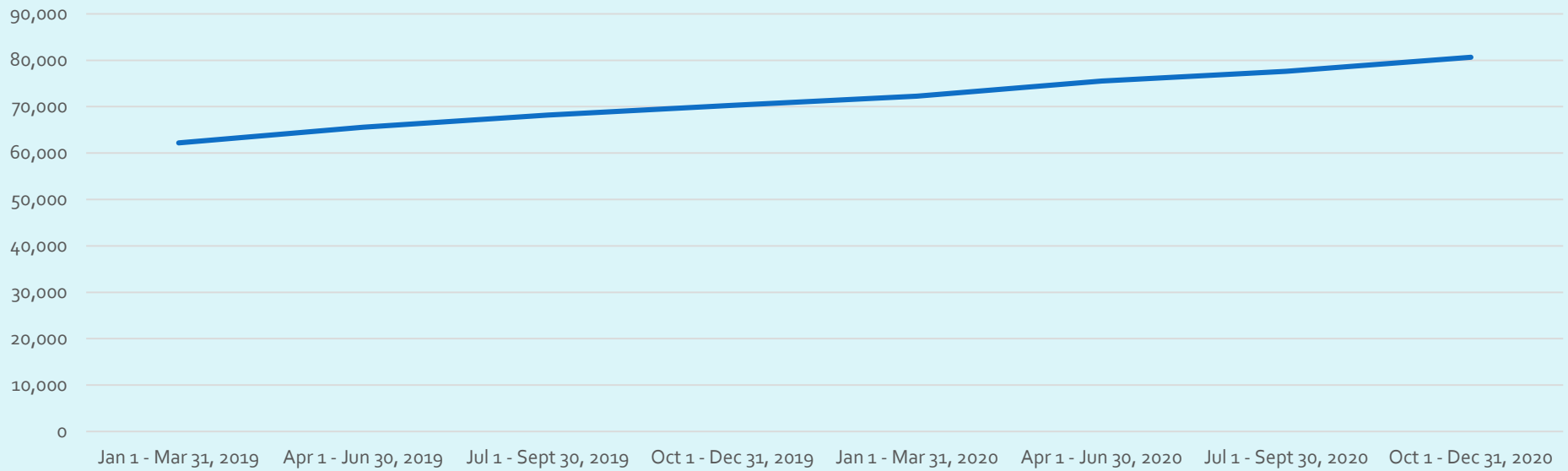
Listserve Subscribers



	2016	2017	2018	2019	2020
Subscribers	3,511	4011	4509	4817	5492
Publications	89	69	83	77	98
Open Rate	33.37%	35.79%	34.58%	34.56%	32.82%

YouTube

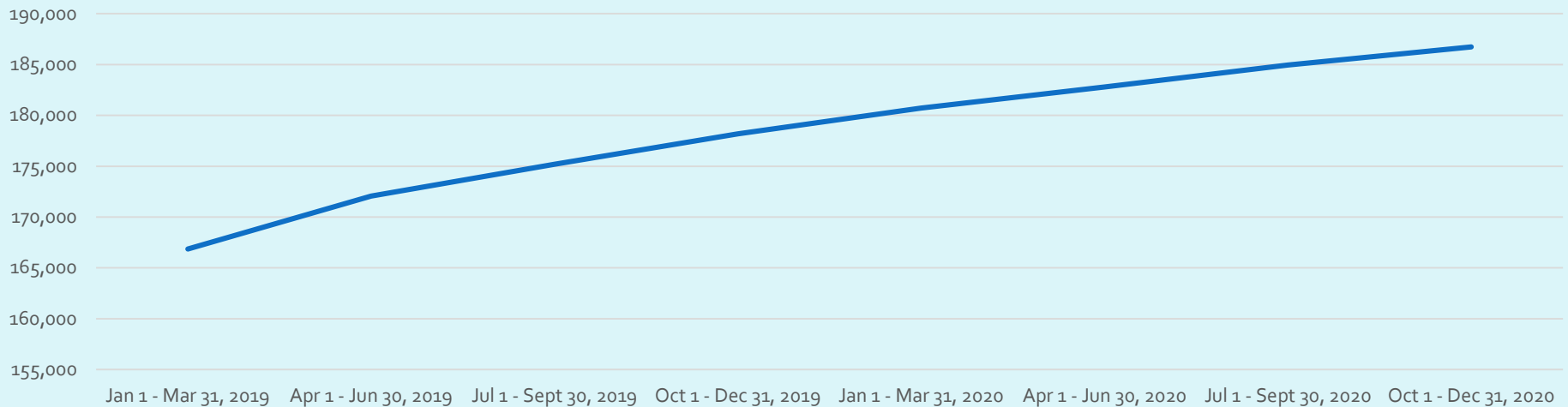
Total Video Views



	2016	2017	2018	2019	2020
Total Views	7,216	8,638	10,555	13,327	10,409
Video Views	604	1,684	2,303	1122	545
Videos	7	12	11	6	5

Gulf Currents Blog

Gulf Currents Post Views

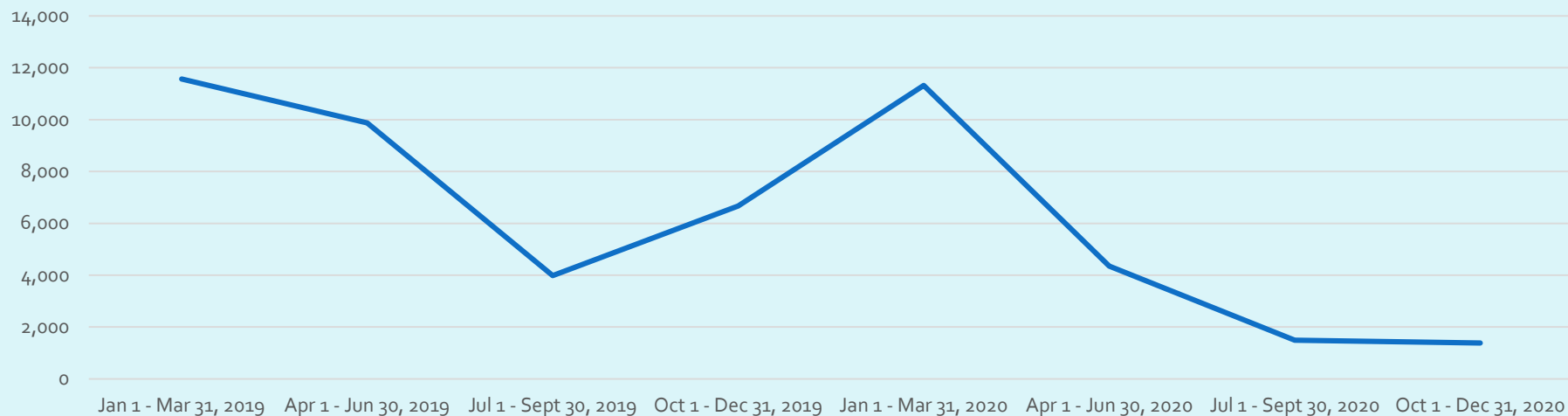


	2016	2017	2018	2019	2020
Page Views	49,992	40,764	20,101	13,903	8,541
Post Views	9,881	6,836	6,265	1122	593
Posts	12	7	9	7	7

Facebook

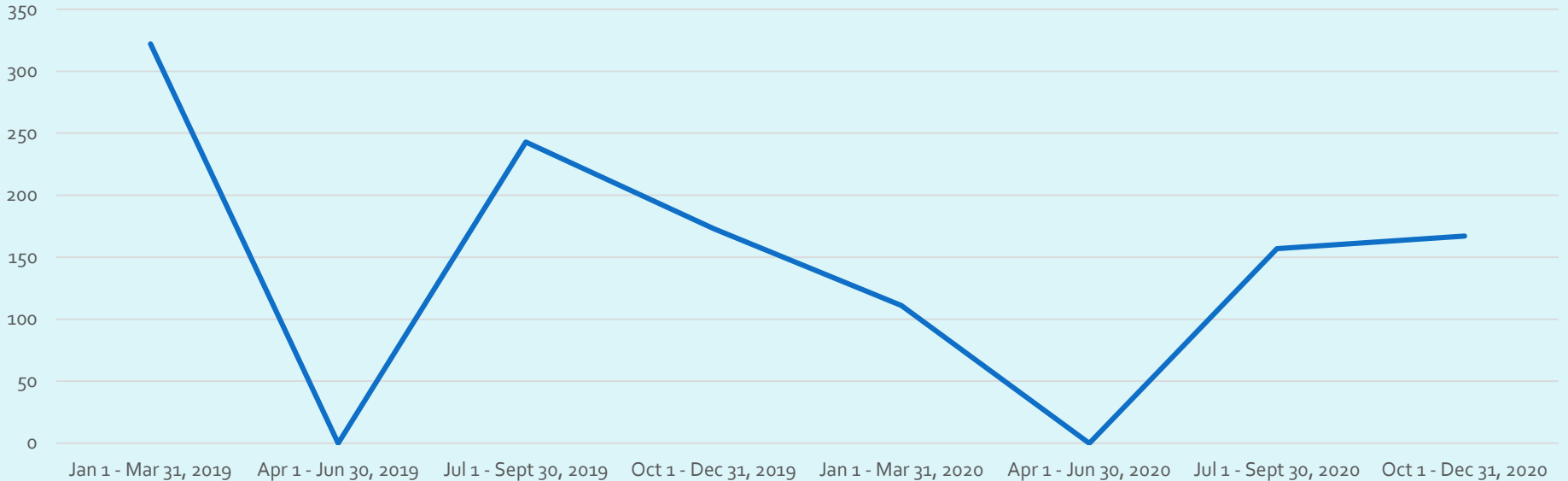
	2016	2017	2018	2019	2020
Followers	6,221	8,709	9,537	9917	10,230
Engagements	39,006	141,921	53,975	32,101	18,542
Impressions	471,135	2,394,828	916,688	497,549	260,505
Reach	N/A	N/A	588,423	337,230	224,686

Quarterly Facebook Engagements



Newsletter

Quarterly Newsletter Reads



		2015	2016	2017	2018	2019	2020
Publications		3	2	4	4	4	4
Constant Contact	Email Open	2,879	2,225	5,040	5,320	5535	2488
	Click Through	694	527	989	1,009	849	268

Analytics Considerations

Continued downward trend in Newsletter readership despite reinvigoration efforts

- In 2018, the O&E noticed this trend and said the newsletter is a useful summation of what is going on with the Council. It was noted that agency and organizational personnel, rather than anglers, may be the appropriate target audience of the newsletter.

In 2021 staff plans to reinvigorate the blog and Facebook in lieu of the newsletter. We will devote our time to posting timely, stand alone articles and sending them out via regular ListServe digest.