

## **Gulf of Mexico Fishery Management Council 2024 Communications Improvement Plan**

### **Planned Improvements to Current Communications Endeavors**

#### **Gulf Currents Blog**

Platform: WordPress

Cross Promotion: Articles shared individually via website and social media. A blog article digest will be distributed via listserv.

Planned Improvements:

- Publish at least 8 blog articles.
  - Write a second installment of ‘Get Engaged’ blog with tips on how to get effectively involved.
  - Write two ‘Meet the Council’ blogs. One to introduce 2023 inductees, and one to introduce 2024 inductees in August.
  - Re-work the ‘Why are Commercial and Recreational Regulations so Different’ blog into the ‘Regulations Rationale’ theme.
- Publish at least two blog digests.
  - Regulations Rationale.
  - Meet the Council.
- Highlight new blogs on the website homepage slideshow.

#### **Social Media**

Platform: Facebook and Instagram

Cross Promotion: Fish Brain.

Planned Improvements:

- Post at least once a week
- Regularly post helpful and positive content:
  - Nudges to join listserv
  - Meeting details
  - Helpful Council resources/materials
  - Season openings and closures
  - Holiday content
- Regularly post reels/shorts
  - Announcing final action
  - Describing stock assessment results
  - Relaying good news
  - Explaining difficult subjects
- Expand use of the Fishbrain platform

#### **Website**

Platform: Website (WordPress)

Cross Promotion: Listserv and social media.

Planned Improvements:

- Add more information on the Scientific and Statistical Committee web page describing its roles and responsibilities.

- Utilize web contractor to modernize the aesthetic and theme of website.
- Update and improve the calendar widget on homepage.
- Re-work the Fishery Science pages.
  - Remove static species Hot Sheets and place the appropriate information on the species-specific regulations pages.
- Improve regulations maps.

### **Fishermen Feedback**

Platform: Google Docs (forms)

Cross Promotion: Listserv, Social Media, and Website.

Planned Improvements:

- Draft a paper outlining the merits and process of the Fisherman Feedback tool.
- Develop a composite database of the responses for each deployment of the tool for further insight and development.

### **Videos**

Platform: YouTube

Cross Promotion: Shared on social media, website, and over listserv via blog digest.

Planned Improvements:

- Re-do the Scientific and Statistical Committee Orientation Video.

### **Public Comment / Public Hearings**

Platform: Google Forms/Sheets

Cross Promotion: Shared on social media and on the website.

Planned Improvements:

- Send press releases to promote public comment opportunities for framework actions.
- Audit and improve public hearings guides.

### **History of Management Timeline Tool**

Platform: ShinyApp

Cross Promotion: Housed on Council website and shared on social media.

Planned Improvements:

- Publish the tool
- Expand the tool by adding species
- Develop a StoryMap(s) that advertises the availability of the tool by highlighting each of the completed species histories.

## New Communications Endeavors

**Navigating the Council Process** – Re-write and design the *Navigating the Council Process* publication and re-work related infographics on the Council process.

- **Council Member and Chair Roles and Responsibilities** – Draft documents outlining the roles of Council members and Chairman/Vice Chairman to improve the Council onboarding process.

**Presentation Template** – Modernize the Councils PowerPoint Presentation template.

**Outreach Images** – Improve our repository of images used for outreach purposes by purchasing stock photos and potentially, hiring a fisheries media consultant to gather images.