

Gulf of Mexico Fishery Management Council 2023 Communications Improvement Plan January 2023

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:

- Work with web developer to find a mechanism for measuring the number of overall blog post reads.
- Publish eight blog articles.
- Publish two digests.
- Start and publish a new blog theme highlighting stakeholder engagement success stories.
- Write a “How to Get Engaged in Fisheries Management” blog.
- Add a ‘share’ button to each blog article that allows readers to easily share across social media platforms.
- Create dynamic ‘StoryMap’ blog posts.

Social Media

Platform: Facebook and Instagram

Cross Promotion: Fish Brain.

Planned Improvements:

- Regularly post nudges to join our subscriber listserv. Posts should clarify the type of content that will be served.
- Regularly post helpful content that drives people to Council materials.
- Post reoccurring positive content using:
 - pretty photos that highlight the different fisheries;
 - interactive content like asking readers to answer difficult regulation questions; and
 - holiday content, and condolences with helpful resources in the wake of disasters.
- Add live videos of pre-recorded content.
- Update Instagram campsite with relevant links.

Website

Platform: Website (WordPress)

Cross Promotion: Listserv and social media.

Planned Improvements:

- Add more information on Advisory Panel and Technical Committee web pages describing the commitment and process of serving.
- Update the homepage slideshow with helpful resources:

- Mirrored social media posts
- Blog articles
- Public hearing videos
- Advisory Panel application periods
- Create a webpage that serves as a one-stop shop for angler resources including
 - quota monitoring
 - permitting
 - MRIP queries
- Add fisheries independent page to fisheries science page.
- Add mobile user analytics and review website for mobile friendliness.
- Update and improve the calendar widget on homepage.
- Utilize web contractor to modernize the aesthetic and theme of website.

Fishermen Feedback

Platform: Google Docs (forms)

Cross Promotion: Listserv, Social Media, and Website.

Planned Improvements:

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

Videos

Platform: YouTube

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

Planned Improvements:

- Highlight high profile people involved in the Council process including Advisory Panel and Scientific and Statistical Committee members.
- Highlight interesting research and other projects impacting our Gulf fisheries.
- Re-do the Advisory Panel and Scientific and Statistical Committee meeting orientation video.
- Create four stand-alone videos.
- Live stream all video content produced.

Public comment

Platform: Google Forms/Sheets

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

- Ensure public comment database is archived properly (server back-up)

Fish Rules and Fish Brain

Platform: Fish Brain App, Fish Rules Recreational App, and Fish Rules Commercial App

Cross Promotion: Shared on website, social media, and at in-person events.

- Consider adding recreational quotas.
- Continue to cultivate Fish Brain page content by cross-posting positive social media content.

In-person Outreach

Platform: Fishing Clubs, Fishing Trade Shows

Cross Promotion: Social Media.

- Attend five fishing club meetings or other speaking events across the Gulf States.
- Tailor each presentation to meet the needs of the group and add information on the Council and how to get involved.
- During events, encourage people to sign up for the listserv.
- Create a polished 2023 In-Person Outreach Plan document.

New Communications Endeavors

Navigating the Council Process – Re-promote the webpage and brochure across social media. Highlight the information in a “How to Get Engaged” blog.

Position Descriptions: Write and publish position descriptions for Advisory Panel, Scientific and Statistical Committee and Technical Committee members to inform them of their roles and responsibilities.

Communications Guidelines: Draft guidelines for the Fishermen Feedback tool once Paperwork Reduction Act clearance is finalized and create formal Communications Guidelines booklet.

Web Runbook: Combine our web process information with information on our internal process and publish a manual.

Species Timeline (History of Management Tool): Develop a sortable web-based timeline tool that hosts management histories for each managed species. Sketch prototype and find appropriate design tool. Pilot the tool using greater amberjack.