



Tab O, No. 4

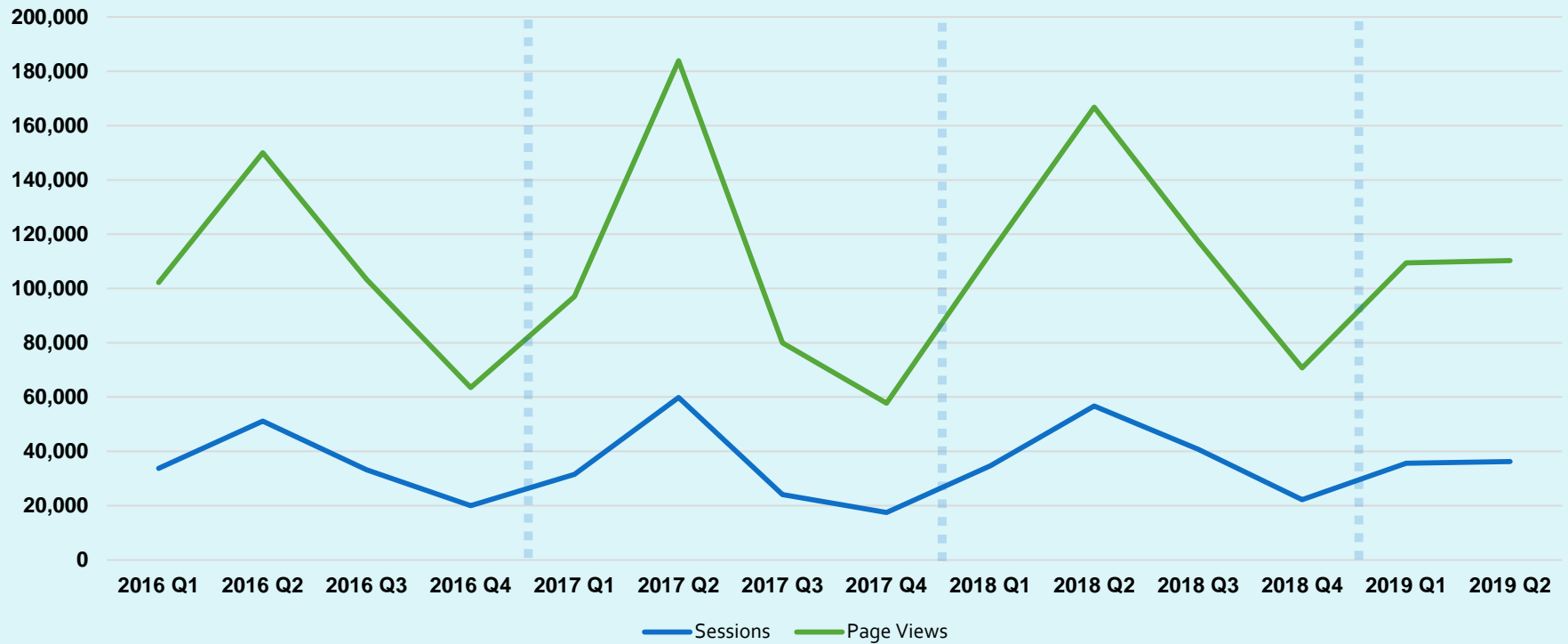
Gulf of Mexico Fishery Management Council

2019 Communications Analytics



Website

Quarterly Website Use

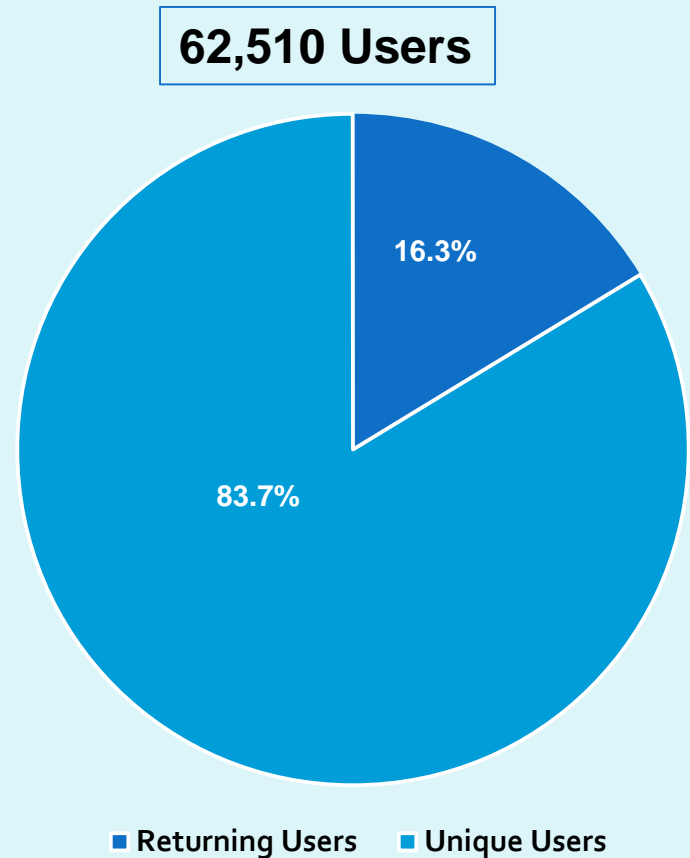


	2015	2016	2017	2018	Q1 & Q2 2019
Annual Sessions	114,837	137,993	132,878	154,348	71,780
Annual Page Views	353,646	281,155	285,806	313,570	147,983

Website

2019 Website Use by Page

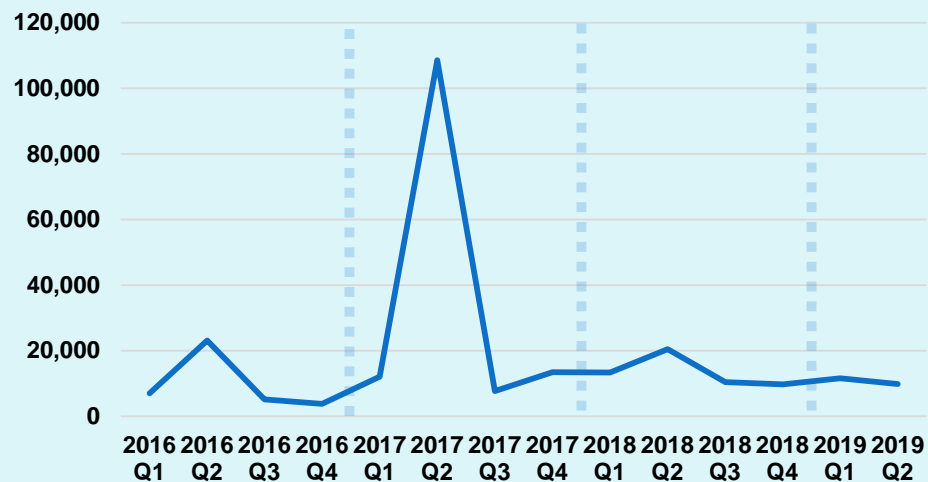
Page	# of Views	%
Homepage	41,989	21.78%
Federal Fishing Regulations	36,916	19.15%
Council Meetings	7,525	3.9%
Fishing Regulations	6,495	3.37%
Triggerfish and Greater Amberjack Closure Press Release	5,118	2.66%
State Regulations	4,096	2.12%
April 2019 Council Meeting	3,310	1.72%
Implemented Reef Fish Management Plans	3,265	1.69%
January 2019 Council Meeting	2,922	1.52%
August 2019 Council Meeting	2,920	1.51%



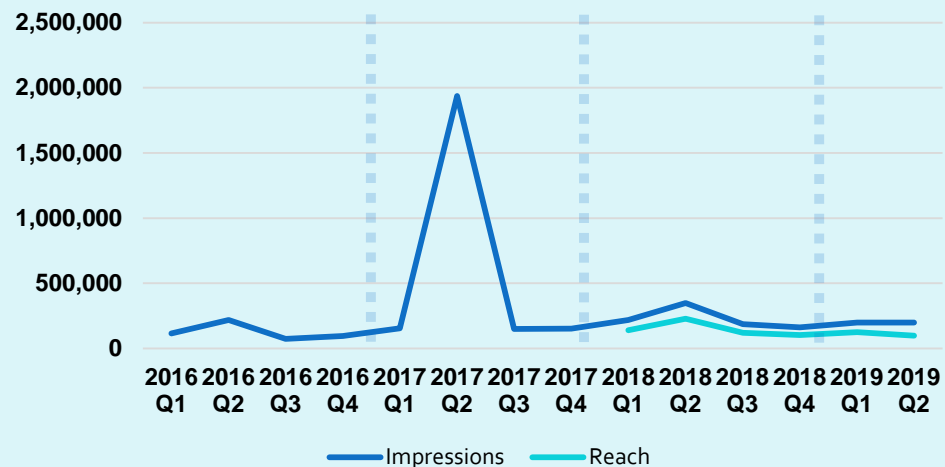
Facebook

	2015	2016	2017	2018	Q1 & Q2 2019
Followers	4,914	6,221	8,709	9,537	9,825
Engagements	30,015	39,006	141,921	53,975	21,450
Impressions	520,488	471,135	2,394,828	916,688	351,895
Reach	N/A	N/A	N/A	588,423	224,853

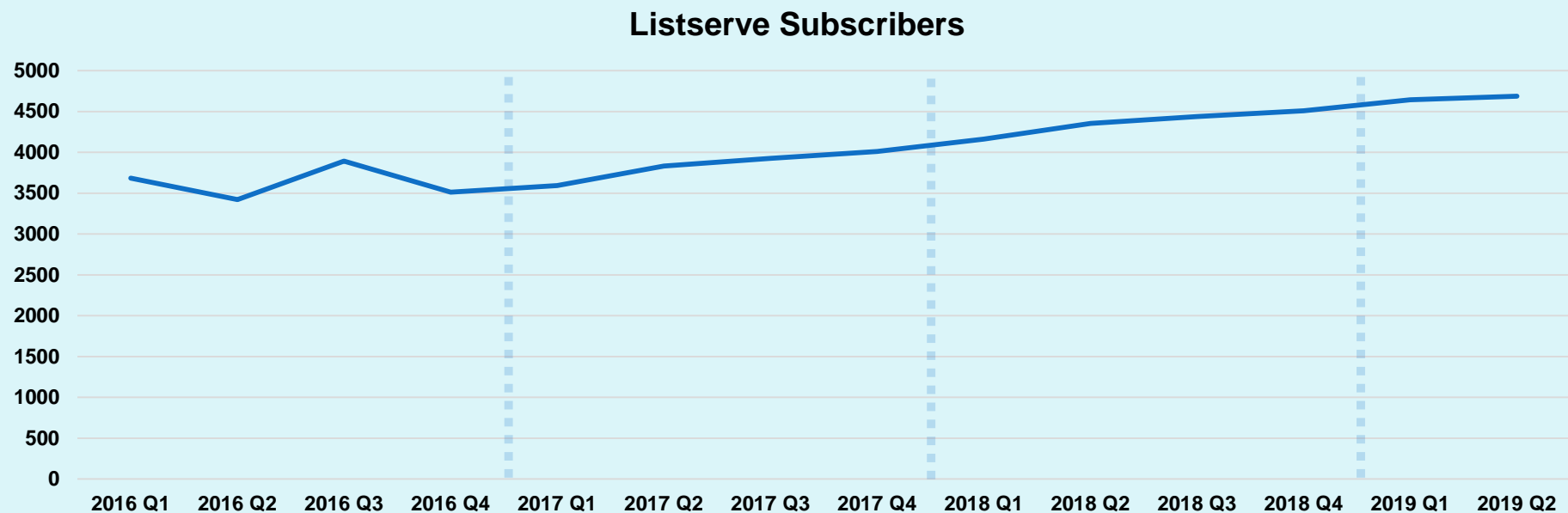
Quarterly Facebook Engagements



Quarterly Facebook Reach and Impressions



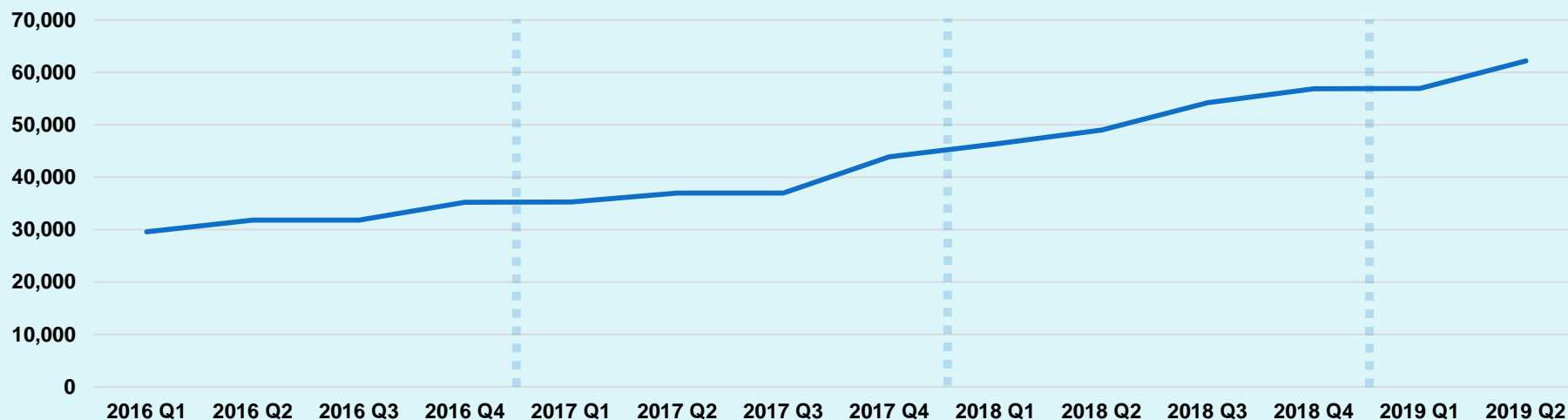
Email Listserve



	2015	2016	2017	2018	Q1 & Q2 2019
Subscribers	3,609	3,511	4011	4509	4689
Publications	89	89	69	83	41
Open Rate	36.33%	33.37%	35.79%	34.58%	34.65%

YouTube

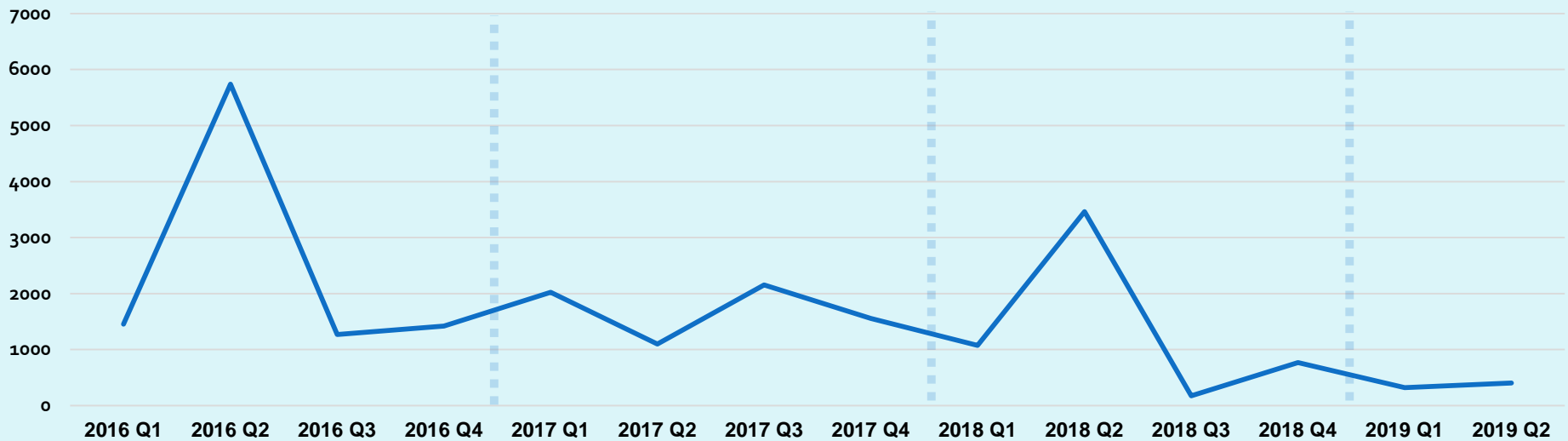
YouTube Video Views



	2015	2016	2017	2018	Q1 & Q2 2019
Total Views	7,655	7,216	8,638	10,555	8,613
Video Views	2,792	604	1,684	2,303	439
Videos	10	7	12	11	3

Gulf Currents Blog

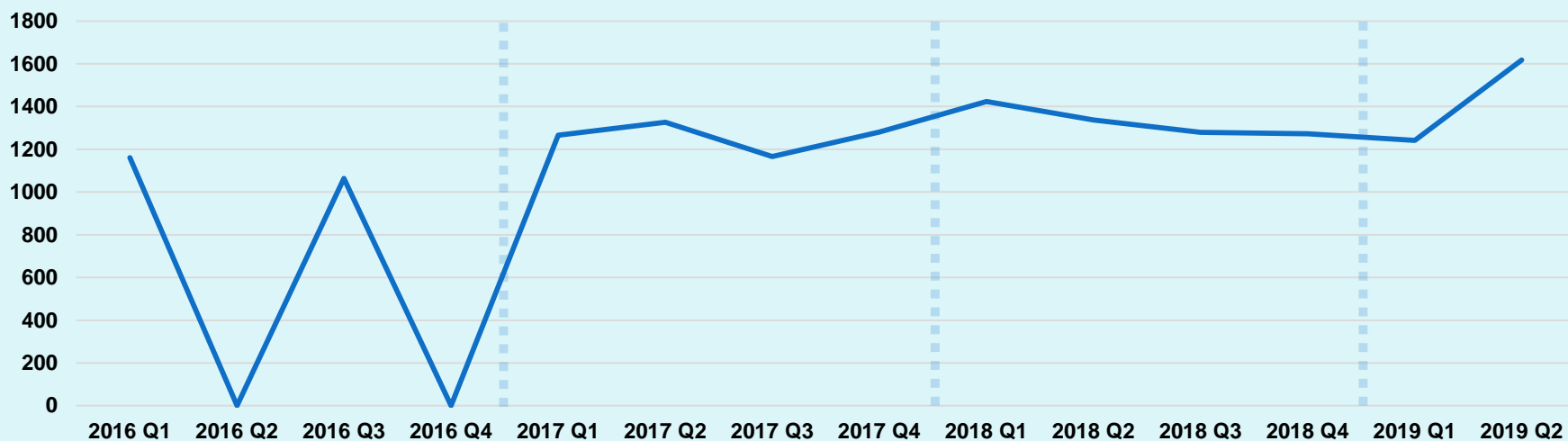
Gulf Currents Post Views



	2015	2016	2017	2018	Q1 & Q2 2019
Page Views	15,481	49,992	40,764	20,101	9,300
Post Views	4,635	9,881	6,836	6,265	1,084
Posts	6	12	7	9	6

Newsletter

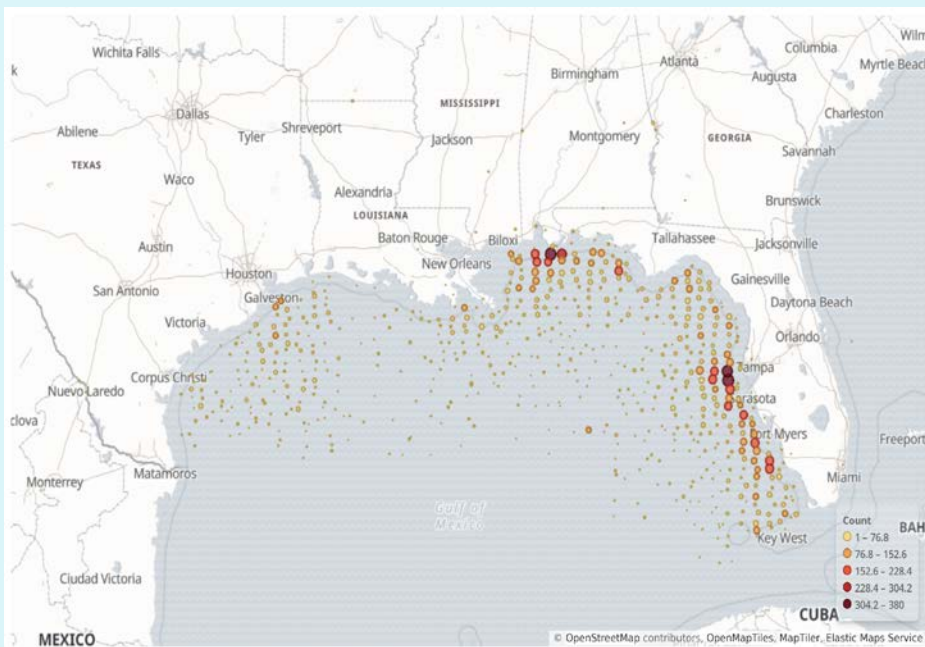
Constant Contact Newsletter Reads



		2015	2016	2017	2018	2019
Publications		3	2	4	4	2
Constant Contact	Readers	2,879	2,225	5,040	5,320	2,859
	Click Through	694	527	989	1,009	606
Website views				625*	1,782	609

Regulations App

Gulf Council APP	2015	2016	2017		
Downloads			70,529		
Use Sessions	20,751	23,048	14,450		
Fish Rules				2018*	Q1 & Q2 2019
Use Sessions**					60,745



Gulf of Mexico Views by Species

