



Tab O, No. 4

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

2022 Communications Improvements and Analytics

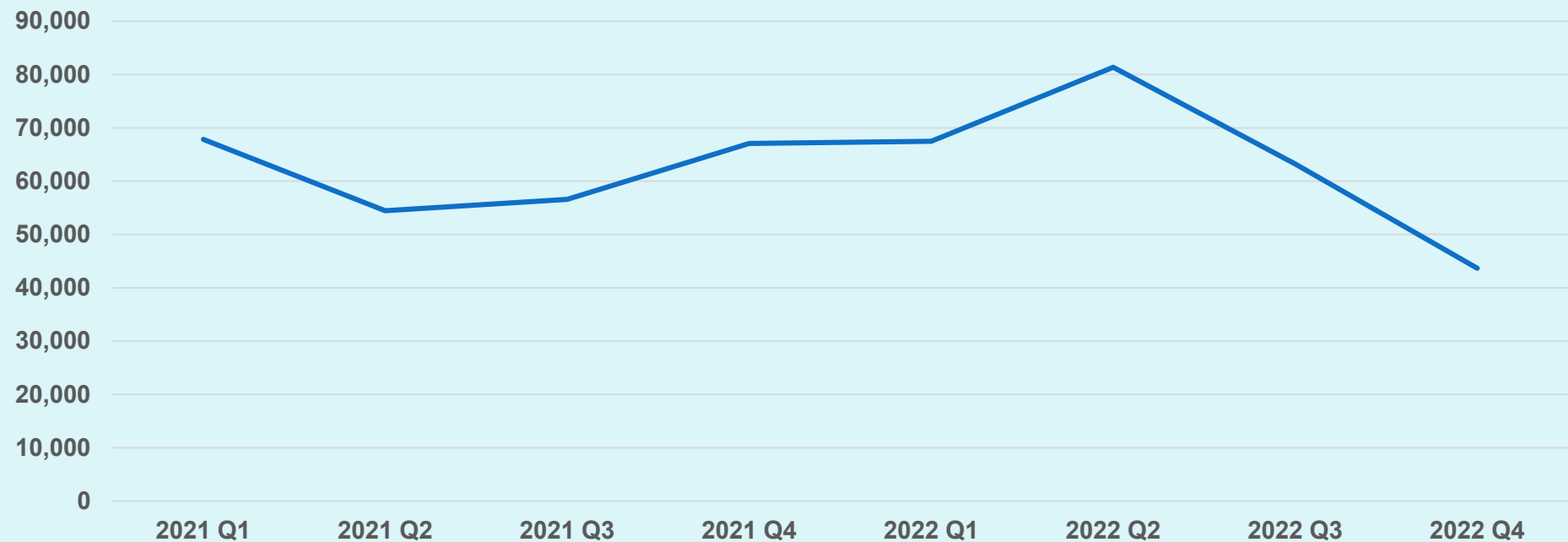
2022 Website Improvements

- ✓ Dismantle FFF and move the discard dashboard to the fish science pages
- ✓ Create a website style-guide
- ✓ Add a link to the final action press release for each amendment to the Amendments Under Development and Implemented webpages (Implementation FRN added)
- Add fishery independent indices to fish science pages
- Add a comprehensive reference list to the fish science pages
- Work with NOAA to create one-stop-shop of angler resources (quota monitoring, stock assessment reports, MRIP query tool)



Website Analytics

Quarterly Website Sessions 2021-2022



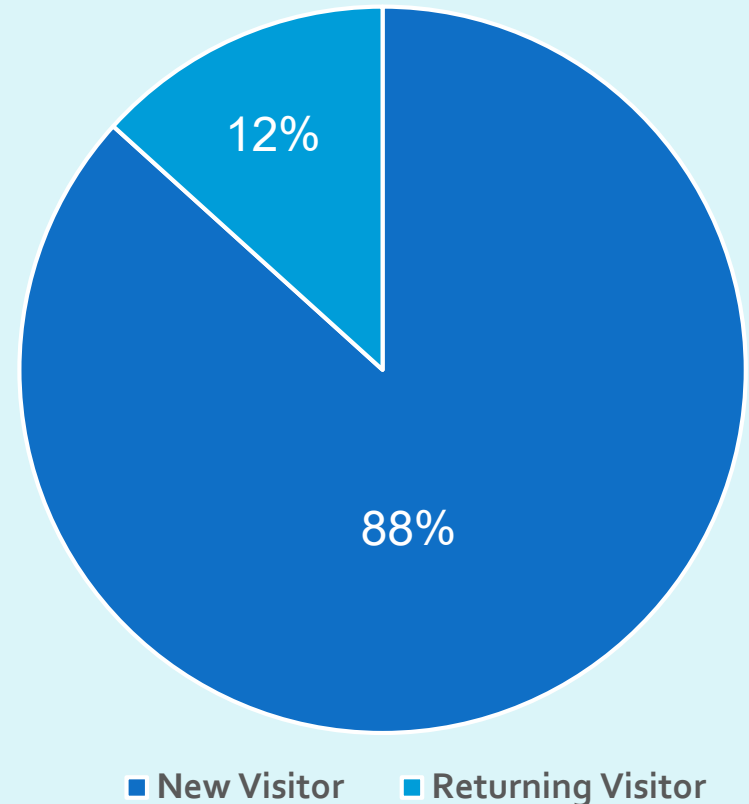
	2018	2019	2020	2021	2022
Annual Sessions	154,348	137,854	149,656	245,889	255,673
Annual Page Views	313,570	252,237	287,103	369,168	345,815

Website Analytics

2022 Website Use by Page

Page	# of Views	%
Homepage	46,845	13.63%
Federal Fishing Regulations	44,628	12.98%
Red Snapper Regulations Page	21,638	6.29%
Council Meetings	13,178	3.83%
Gray Snapper Regulations	10,034	2.92%
Red Snapper Imposters Blog	5,603	1.63%
Fishing Regulations	5,002	1.45%
Gag Grouper Regulations	4,727	1.37%
Yellowtail Snapper Regulations	4,466	1.30%
Lane Snapper Regulations	4,387	1.28%

155,897 Users



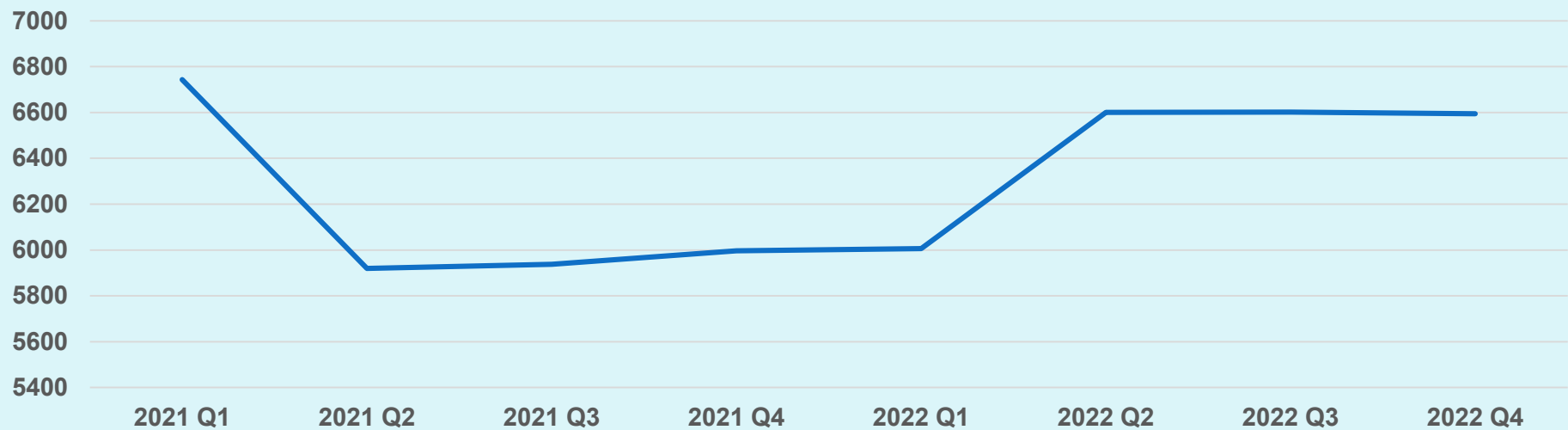
2022 Email Listserv Improvements

- ✓ Continue to develop species specific email contact lists from Fisherman Feedback Tool
- ✓ Target species specific press releases (from Fisherman Feedback) to appropriate lists
- ✓ Regularly nudge people on social media to join our subscriber list



Email Listserv

Quarterly Listserv Subscribers



	2018	2019	2020	2021	2022
Subscribers	4509	4817	5492	5996	6595
Publications	83	77	98	167	88
Open Rate	34.58%	34.56%	32.82%	33.35%	45%

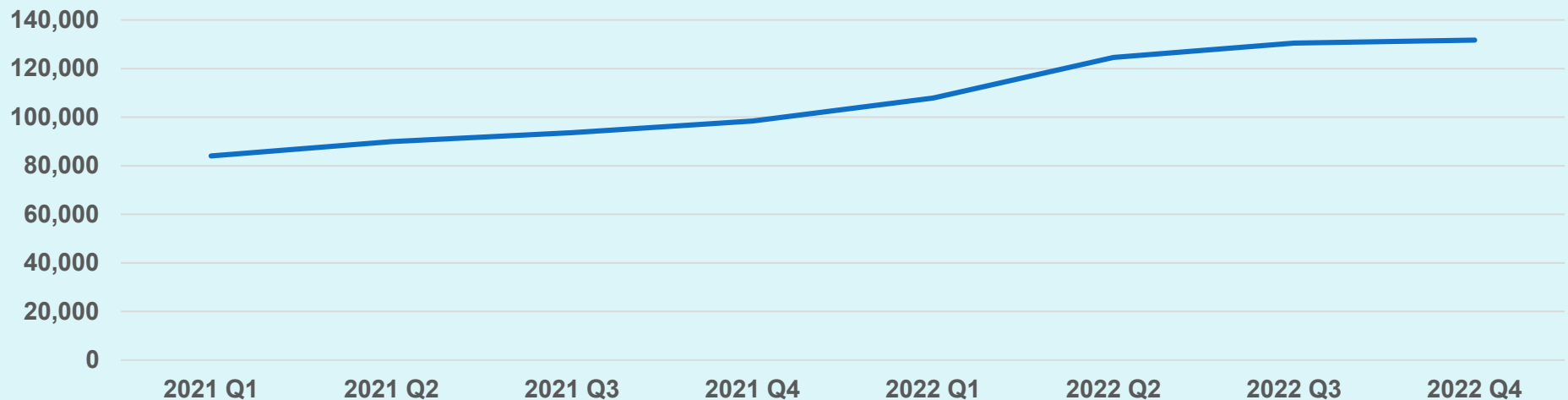
2022 Video Improvements

- ✓ Create a list of video vlog topics and potential contributors
- Shoot, edit, and distribute 4-vlog videos
 - ✓ 2 vlogs were completed:
 - GAJ Management – 253 views
 - Catch Limits- 87 views



YouTube

Quarterly Total Video Views 2021-2022



	2018	2019	2020	2021	2022
Total Views	10,555	13,327	10,409	14,330	33,309
Video Views	2,303	1122	545	864	2179
Videos	11	6	5	6	9

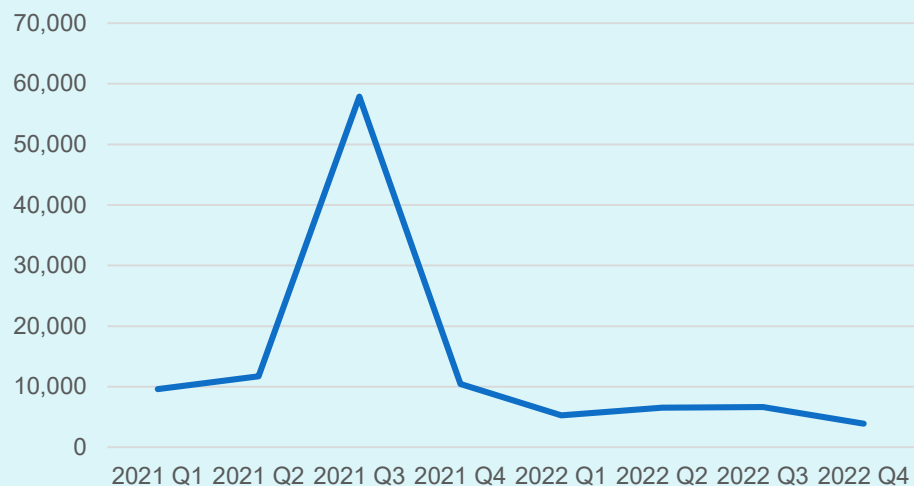
2022 Social Media Improvements

- ✓ Transition away from Hootsuite and optimize use of Facebook Business Suite.
- ✓ Create a social media calendar
- ✓ Increase regularly scheduled, helpful social media posts directing anglers to helpful resources
- ✓ Recurring positive content
- ✓ Start place holder accounts on all relevant social media platform

Facebook

	2018	2019	2020	2021	2022
Followers	9,537	9917	10,230	12,374	13,560
Engagements	53,975	32,101	18,542	89,663	22,318
Reach	588,423	337,230	224,686	1,102,389	835,613

Quarterly Facebook Engagements 2021-2022

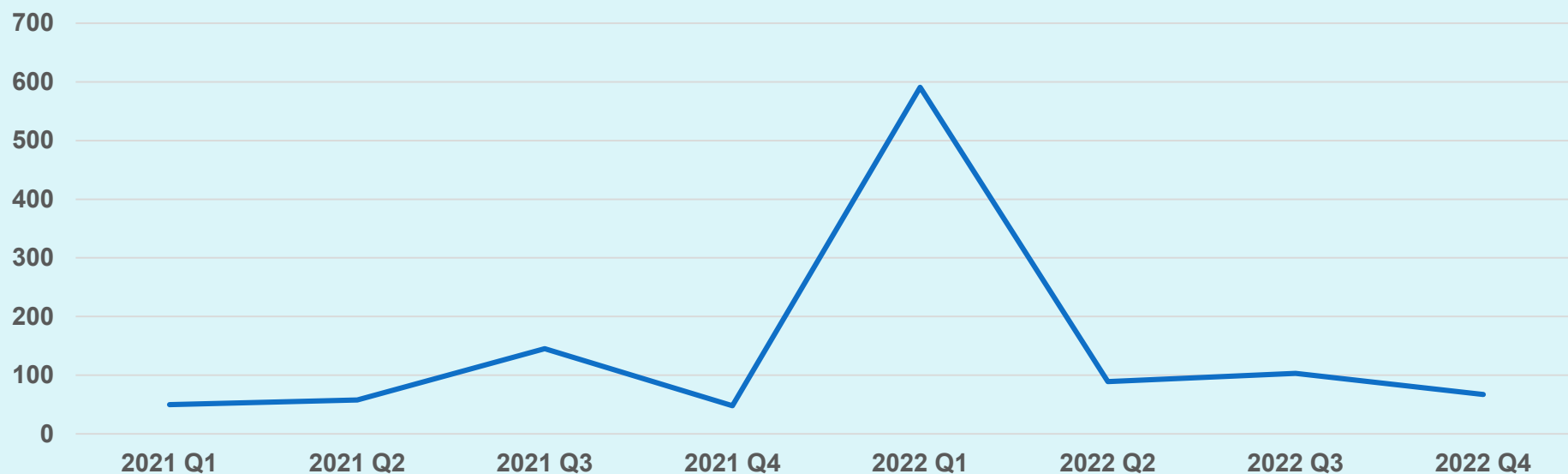


Quarterly Facebook Reach 2021-2022



Instagram

Quarterly Instagram Engagements 2021-2022



	2021	2022
Followers	132	256
Engagements	301	850
Reach	3193	4172



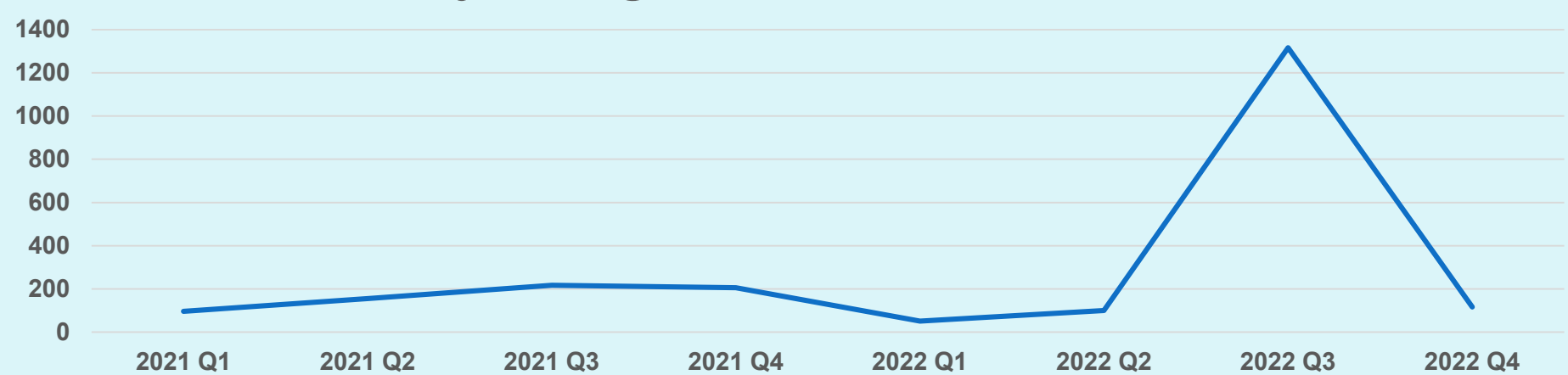
2022 Blog Improvements

- Publish Blog article monthly
 - ✓ Posted 8 articles in 2022
- Create a quarterly blog article digest
 - ✓ We've only published on digest so far because we haven't posted enough blogs.



Gulf Currents Blog

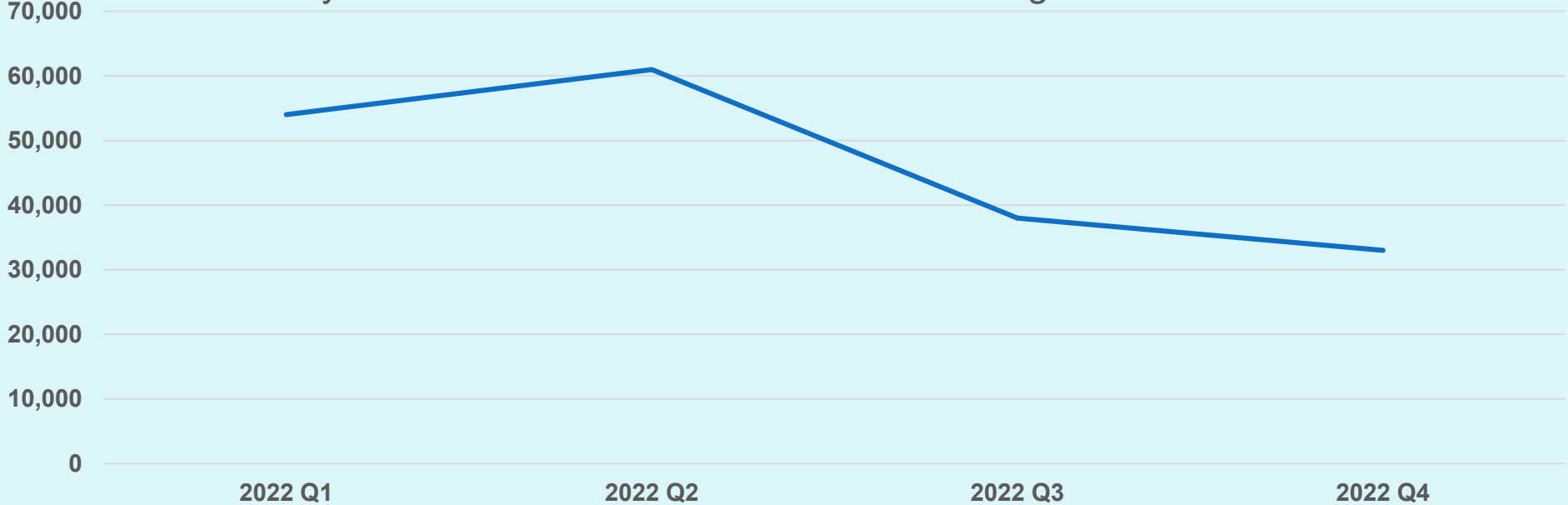
Quarterly Blog Post Views 2021-2021



	2018	2019	2020	2021	2022
Blog Page Views	20,101	13,903	8,541	**	**
Individual Post Views	6,265	1122	593	673	1584
Posts	9	7	7	14	8

Recreational Fish Rules

Quarterly Fish Rules Recreational Gulf Federal Regulations Views 2022



Unique App Users	490,000
Average Sessions Per User	3.6
Average Engagement Time Per Use	114 Seconds
Gulf Federal Regulations Views	186,000
Unique Gulf Federal Users	16,000

Recreational Fish Rules

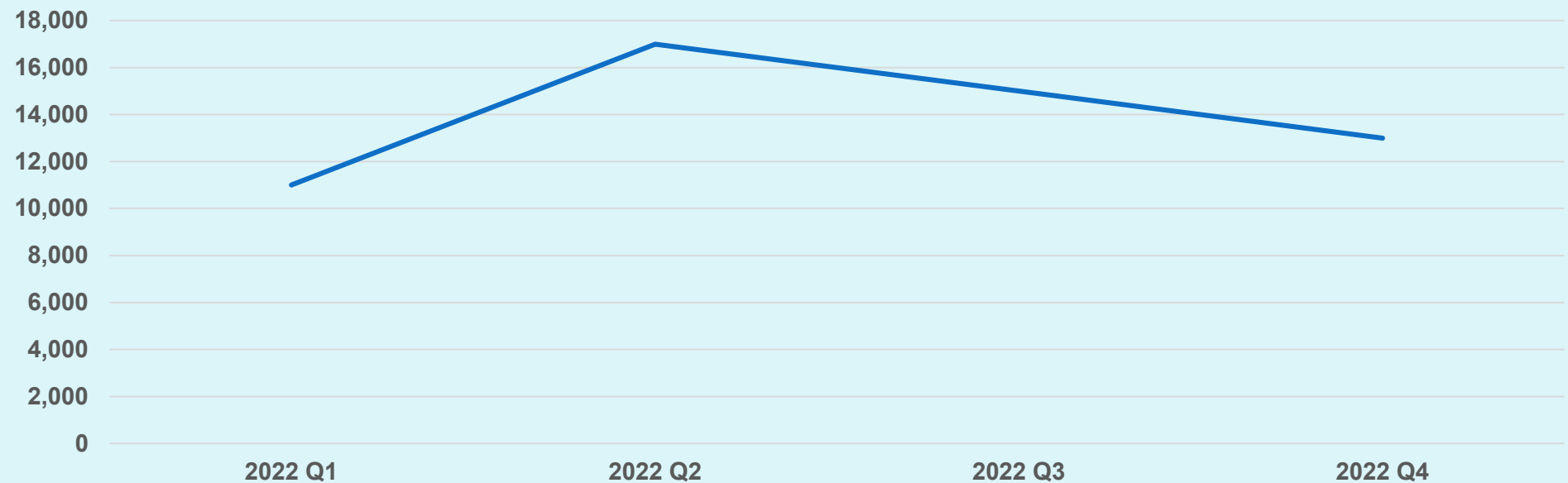
Recreational Regulation Views by Species: Gulf Federal Waters

Species	# of regulation views
Greater Amberjack	13,000
Gag Grouper	13,000
Gray Triggerfish	9,400
Red Grouper	8,300
Lane Snapper	6,700
Cobia	6,200
Lesser Amberjack	5,900
Vermillion Snapper	5,700
Black Grouper	4,400
Gray Snapper	4,400
Scamp Grouper	4,000
Dolphinfish	4,000
Red Snapper	4,000



Commercial Fish Rules

Quarterly Fish Rules Commercial Federal Gulf Permit Views 2022



Unique App Users	2,600
Average Sessions Per User	4.2
Average Engagement Time Per Use	95 Seconds
Total Gulf Federal Permit Views	56,000
Average Gulf Federal Permit Views Per User	21.5

Additional 2022 Improvements

Fisherman Feedback

- ✓ Research blanket approval and expedited approval process for Paperwork Reduction Act
- ✓ Rebrand
 - ✓ Blog Article
 - ✓ Fish Science Webpages
 - ✓ Constant Contact
- Create a factsheet
- Draft Guideline document



Additional 2022 Improvements

Public Comment

- ✓ Learn new comment data base administration
- ✓ Re-link all the historical comment forms on website (Implemented and Under Development Page)
- ✓ Replace all individual comment forms with pre-filled links to the new form (Under Development)

Additional 2022 Improvements

Communications Guidelines

- ✓ Regulations Guidelines
- ✓ Analytics Guidelines
- ✓ Media Guidelines
- Fisherman Feedback Guidelines
- ✓ Use of Council Products Guidelines



Additional 2022 Improvements

Species Timeline Project

- Find appropriate hosting tool
- Pilot single species (Greater Amberjack)
 - We have begun to sort and detail regulations for the greater amberjack pilot but we have not progressed beyond that.



Additional 2022 Improvements

MRIP Storyboard

- ✓ Find appropriate tool to create the storyboard
- ✓ Build the storyboard
- ✓ Publish MRIP FAQ's on the Fisheries Science Webpage in the interim
- Have MRIP Communications Team review the storyboard



Additional 2022 Improvements

In-Person Outreach Events

- ✓ Attended 3 events
 - Had 419 engagements
 - Gained 31 listserv subscribers
- ✓ Created a 2023 in-person outreach plan



Public Hearing Attendance

Year	Issue	Location	Attended	Commented
2021	Red Grouper Allocation and Catch Limits	Madeira Beach, FL	80	21
		Fort Myers, FL	60	28
		Panama City, FL	16	13
		Webinar 1	6	2
		Webinar 2	6	3
		Written		105
	Cobia	Destin, FL	11	8
		Gulfport, MS	5	3
		Corpus Christi, TX	0	0
		Galveston, TX	4	3
		Madeira Beach, FL	3	1
		Baton Rouge, FL	3	1
		Fort Myers, FL	12	9
		Orange Beach	17	6
		Written		10
2022	Greater Amberjack Catch Limits and Allocations	Galveston, TX	13	10
		Kenner, LA	0	0
		Orange Beach, AL	10	3
		Virtual 1	9	1
		Virtual 2	6	1
		Written		53