



Gulf of Mexico Fishery Management Council:
December 2022 Outreach and Education Technical Committee

2022 Communications Improvement Plan and Q1-Q3 Analytics

2022 Website Improvements

Dismantle FFF and move the discard dashboard to the fish science pages

Create a website style-guide

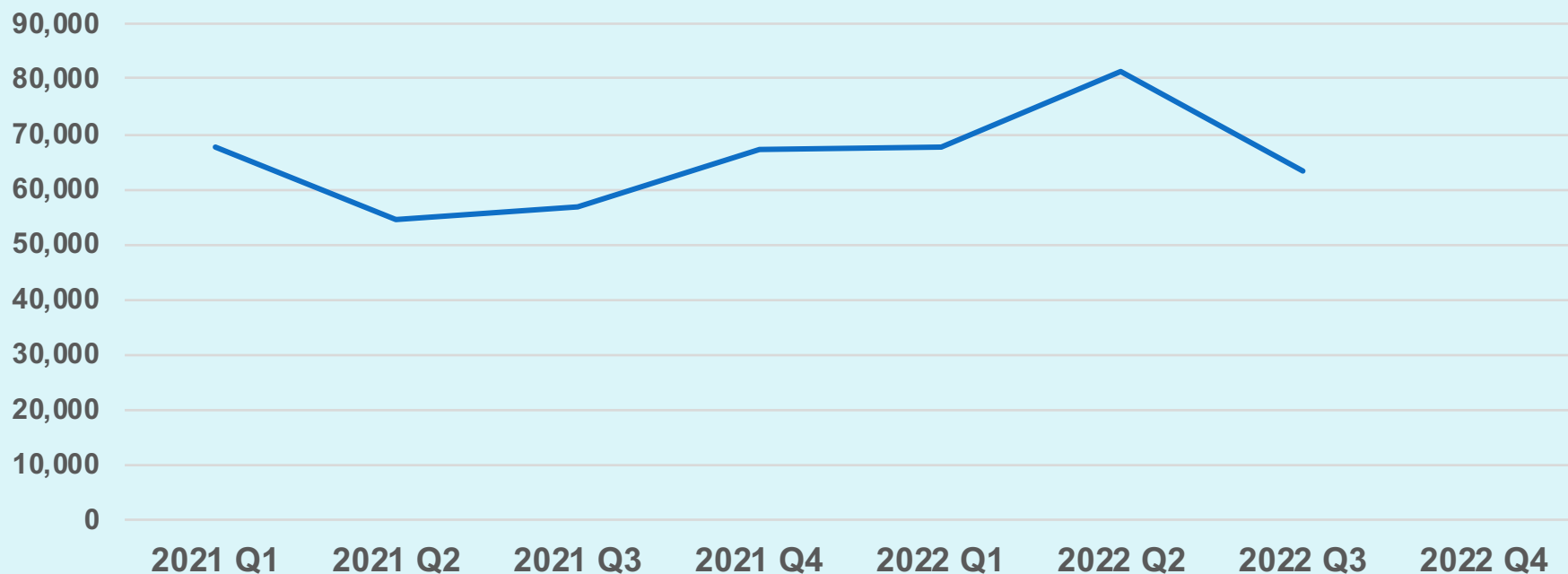
Add a link to the final action press release for each amendment to the Amendments Under Development and Implemented webpages (Implementation FRN added instead)

- 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



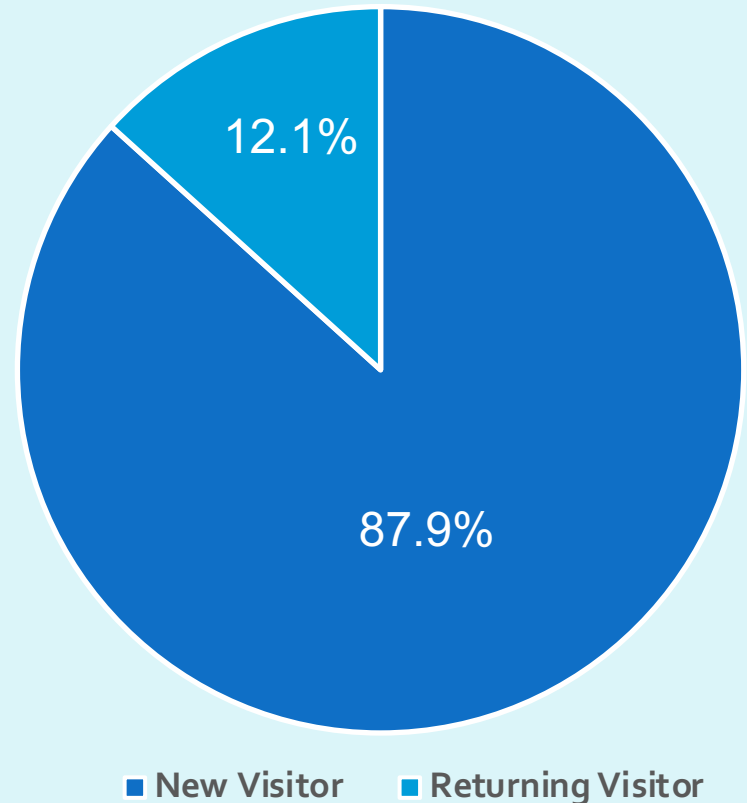
	2018	2019	2020	2021	Q1-Q3 2022
Annual Sessions	154,348	137,854	149,656	245,889	212,039
Annual Page Views	313,570	252,237	287,103	369,168	274,976

Website Analytics

Q1-Q3 2022 Website Use by Page

Page	# of Views	%
Homepage	44,219	13.62%
Federal Fishing Regulations	42,383	13.05%
Red Snapper Regulations Page	20,882	6.43%
Council Meetings	12,811	3.94%
Gray Snapper Regulations	9,480	2.92%
Red Snapper Imposters Blog	5,183	1.60%
Fishing Regulations	4,718	1.45%
Yellowtail Snapper Regulations	4,128	1.27%
Meetings	4,015	1.24%
Lane Snapper Regulations	3,949	1.22%

147,434 Users



2022 Email Listserv Improvements

Continue to develop species specific email contact lists from Fisherman Feedback Tool

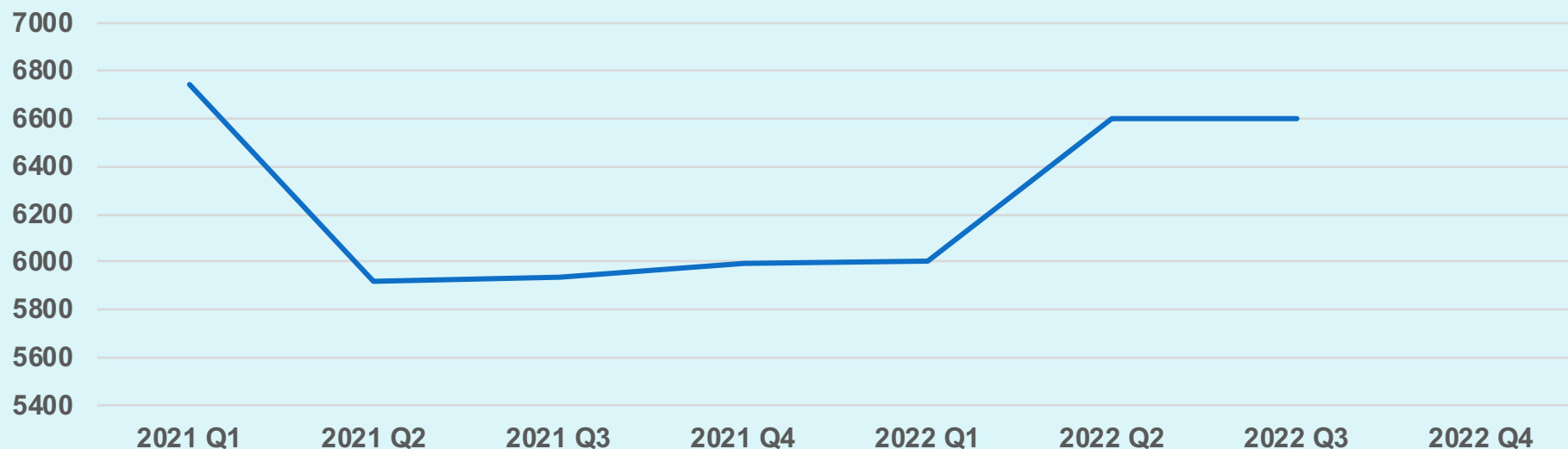
Target species specific press releases (from Fisherman Feedback) to appropriate lists

Regularly nudge people on social media to join our subscriber list



Email Listserv

Quarterly Listserv Subscribers



	2018	2019	2020	2021	Q1-Q3 2022
Subscribers	4509	4817	5492	5996	6602
Publications	83	77	98	167	67
Open Rate	34.58%	34.56%	32.82%	33.35%	44.14%

2022 Video Improvements

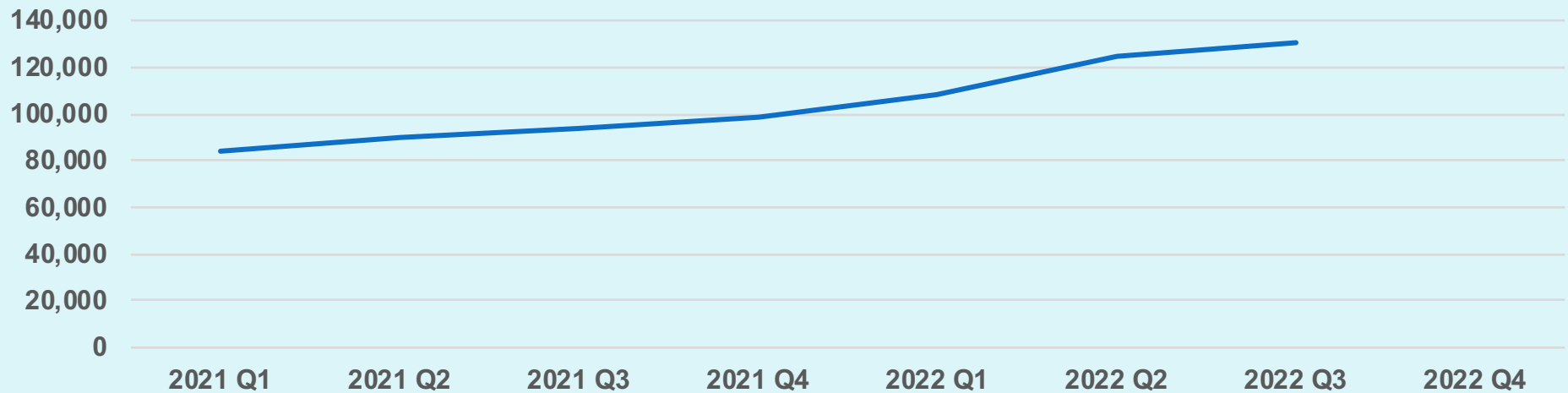
Create a list of video vlog topics and potential contributors

- 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	Q1-Q3 2022
Total Views	10,555	13,327	10,409	14,330	22,650
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

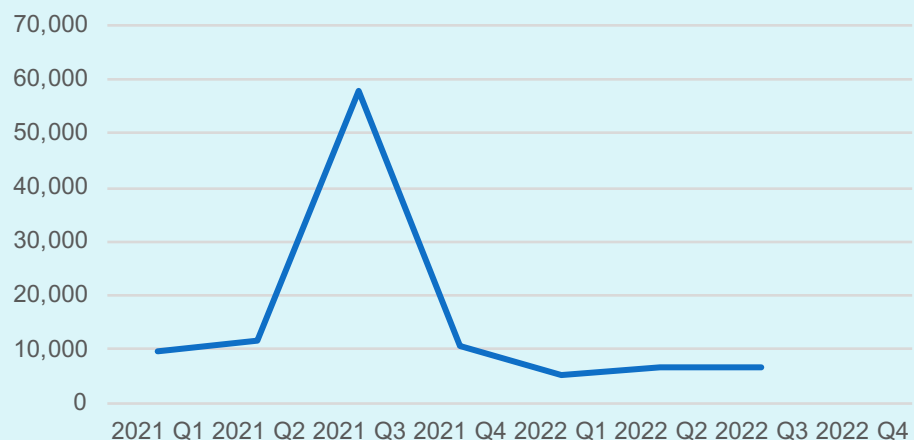
Recurring positive content

Start place holder accounts on all relevant social media platforms

Facebook

	2018	2019	2020	2021	Q1-Q3 2022
Followers	9,537	9917	10,230	12,374	13,416
Engagements	53,975	32,101	18,542	89,663	18,443
Reach	588,423	337,230	224,686	1,102,389	669,261

Quarterly Facebook Engagements 2021-2022

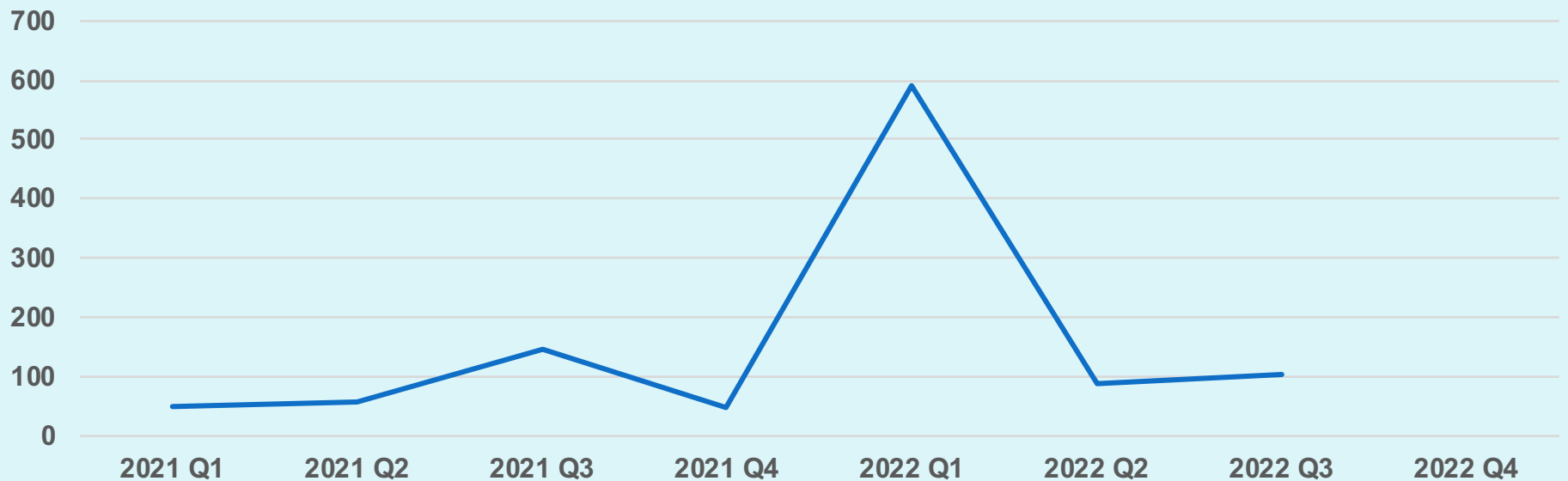


Quarterly Facebook Reach 2021-2022



Instagram

Quarterly Instagram Engagements



	2021	Q1-Q3 2022
Followers	132	237
Engagements	301	783
Reach	3193	3252



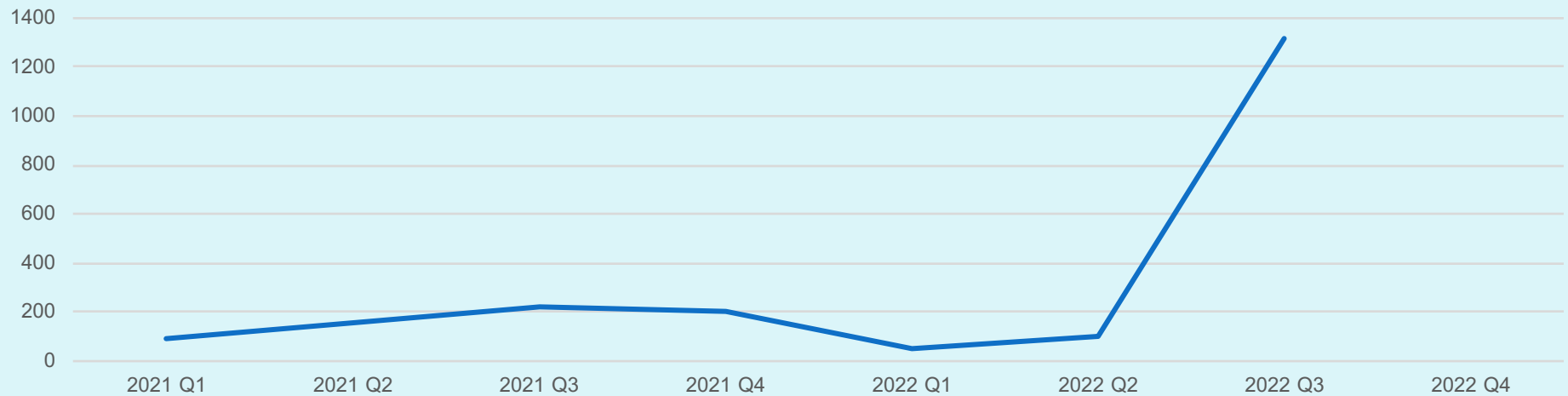
2022 Blog Improvements

- Publish Blog article monthly
- Create a quarterly blog article digest
 - We've only published one digest so far because we haven't posted enough blogs.



Gulf Currents Blog

Quarterly Blog Post Views 2021-2022



	2018	2019	2020	2021	Q1-Q3 2022
Blog Page Views	20,101	13,903	8,541	n/a	n/a
Individual Post Views	6,265	1122	593	673	1566
Posts	9	7	7	14	6

Recreational Fish Rules

Unique App Users	689,000
Average Sessions Per User	3.6
Average Engagement Time Per Use	117 Seconds
Gulf Federal Regulations Views	153,000
Unique Gulf Federal Users	18,000



Commercial Fish Rules

Unique App Users	3000
Average Sessions Per User	2.83
Average Engagement Time Per Use	100 Seconds
Total Gulf Federal Permit Views	43,000
Average Gulf Federal Permit Views Per User	14.25



Additional 2022 Improvements

Fisherman Feedback

Research blanket approval and expedited approval process for Paperwork

Reduction Act

- Create a factsheet
- Draft Guideline document

Rebrand

Blog Article

Fish Science Webpages

Constant Contact



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