Gulf of Mexico Fishery Management Council
Communication Analytics Guidelines
November 2022

About these Guidelines
The following guidelines provide guidance to staff and Council members regarding the monitoring and reporting of Council communication analytics. The Council serves as an advisory body to NOAA Fisheries and functions as an intermediary between the stakeholders and the federal regulatory process. The Council process is public in its nature and successful Council communications help drive the Council process by ensuring local level expertise is incorporated into the fishery management decision-making process. As such, Council communications endeavors should be tracked across platforms and their effectiveness should be evaluated regularly. This helps ensure that continuing communications are based on proven tactics and helps to gauge the effectiveness of new communications endeavors.

Analytics Tracking
Analytics for regular communications platforms should be tracked and recorded on a quarterly basis. The following is a synopsis of the platforms and metrics that should be tracked:

Facebook/Instagram
Likes, Engagements, and Impressions should be tracked. Likes are the number of people who have "liked" your page. Those people are prioritized by the Facebook algorithm to receive Council postings on their timeline. Engagements are the number of times people interacted with Council posts including likes, comments, and shares. Impressions are the number of times Gulf Council content was seen by users.

Gulf Currents Blog
Total post views, individual post views, and number of posts should be tracked. The total number of post views tallies the number of visits to all the Gulf Currents Blog posts on our website. The number of individual post views is the cumulative number of views to the individual blog articles that were posted in a time period. The number of posts is simply the number of blog articles that were published in a time period.

YouTube
Total video views, individual video views, and number of videos should be tracked. The total video views are views of all videos across the Gulf Council channel, while individual video views are only a reflection of individual views for videos that were published in a time period. Videos are the number of videos produced in a time period.

Listserv
Subscribers, open rate, and number of publications should be tracked. Subscribers are the number of people who have signed up to receive Gulf Council email updates. The open rate is the percent of subscribers that receive and open the emails. Number of publications are the number of email campaigns sent out over a period of time.

Website

Sessions, page views, users, and top 10 webpages visited should be tracked. Sessions are the number of times people came to the website. Page views are the cumulative number of times individual pages were visited on the site. Most sessions would result in multiple page views. Users are the number of unique IP addresses that visited the site. Website use by page ranks the most popular pages on the site.

Fish Rules Applications (Apps)

On the recreational App, the total number of unique App users and regulations views for the Gulf Federal region should be tracked. Top species views for Gulf federal regulations should also be tracked. On the commercial App, unique users and total views of Gulf permit associated regulations should be tracked. For both Apps, sessions per user and average engagement time per use should also be tracked. Additionally, the number of clicks and impressions should be tracked each time the Council specifically places a comment opportunity or other advertisement on the platform.

In-Person Outreach Efforts

Interactions and listserv sign-ups should be tracked. Interactions are a count of how many people interacted with staff and/or Council members during and event. During tabling events, staff will encourage appropriate audience members to sign-up for the Council listserv and those sign-ups should also be tracked.

Extra Communication Efforts

Anytime the Council tries a new communication effort, it should define and track the most appropriate analytics metric.

Analytics Reporting

Council communication staff should report Council communications analytics to the Outreach and Education Technical Committee and to the Council on an annual basis. The analytics presentation should serve as a measure of effectiveness of Council communications endeavors and should inform each year's Communications Improvement Plan.