



Tab O, No. 4

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

2021 Communications Improvement Plan and Analytics

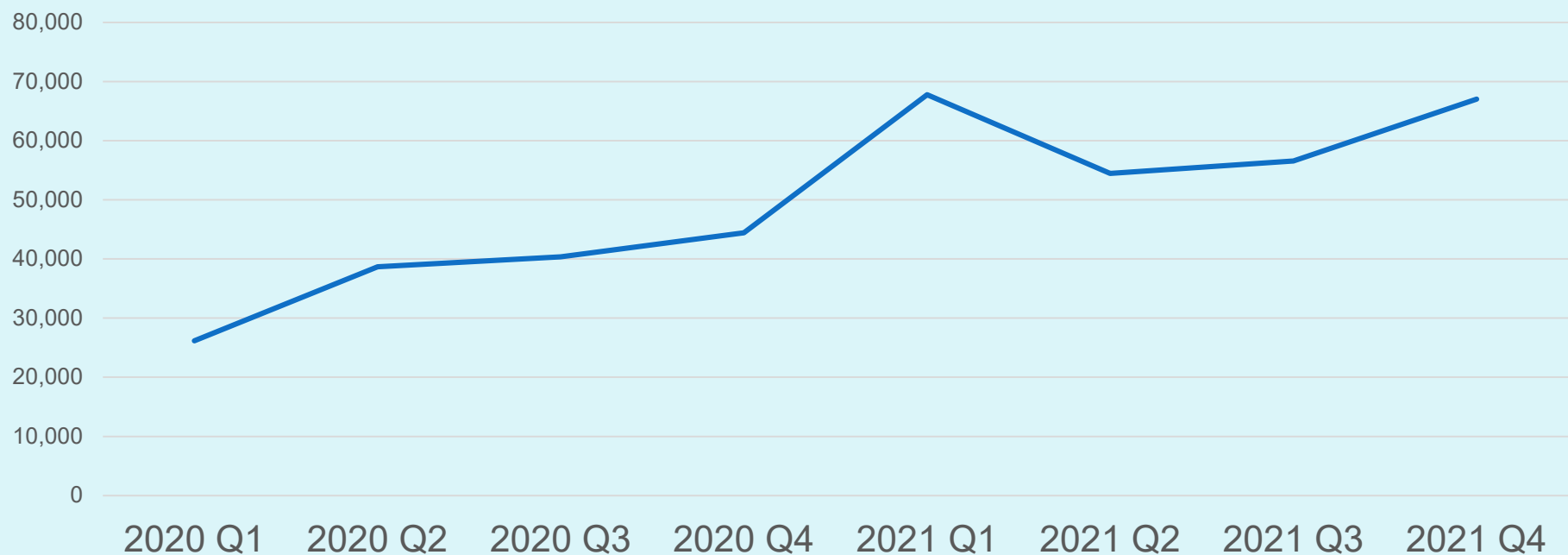
2021 Website Improvements

- ✓ Create Fish Science Webpages
 - ✓ Host SEDAR Stock Assessment Links
 - ✓ Stock Assessment Executive Reports
 - ✓ Fisherman Feedback (Something's Fishy) reports
 - ✓ Hot-Sheets
 - ✓ Infographics
- ✓ Print Widget for Regulations



Website Analytics

Quarterly Website Sessions 2020-2021



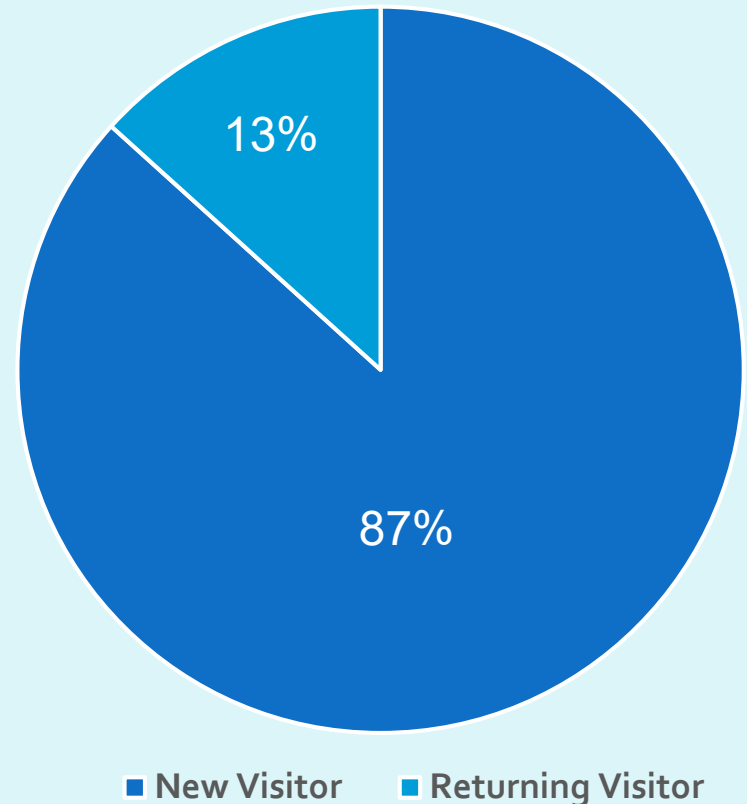
	2017	2018	2019	2020	2021
Annual Sessions	132,878	154,348	137,854	149,656	245,889
Annual Page Views	285,806	313,570	252,237	287,103	369,168

Website

2021 Website Use by Page

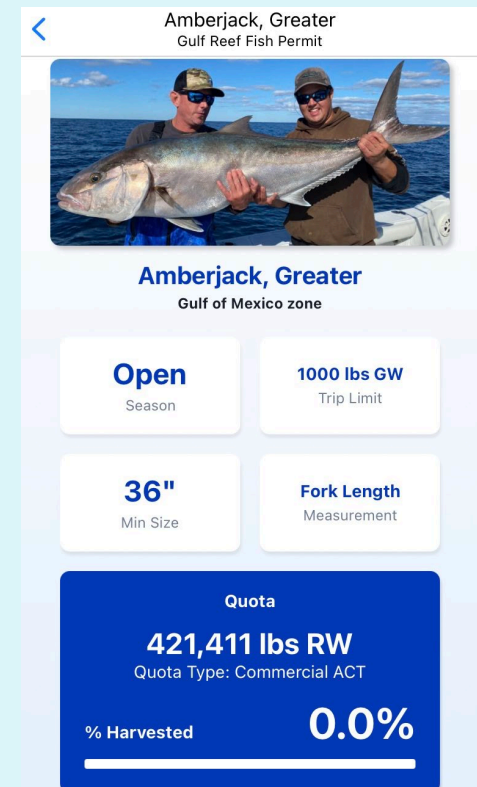
Page	# of Views	%
Homepage	46,779	16.8%
Federal Fishing Regulations	43,986	15.22%
Red Snapper Regulations Page	9,500	3.29%
Council Meetings	8,918	3.09%
April Council Meeting	4,366	1.51%
Gray Snapper Regulations Page	4,219	1.46%
June Council Meeting	4,153	1.44%
Fishing Regulations	3,979	1.38%
January Council Meeting	3,549	1.23%
SSC Meetings	3,466	1.20%

140,566 Users



2021 Fish Rules Improvements

- ✓ Develop and launch Fish Rules Commercial
- ✓ Create a commercial regulations database based on permit > species
- ✓ Commercial quota tracking
- ✓ Beta Test
- ✓ Launch
- ✓ Maintain regulations and weekly quota updates



Recreational Fish Rules

	2019	2020	2021
Unique Users	228,000	300,000	490,000
Sessions Per User			7.1
Average Engagement Time Per Use			1 Minute, 23 Seconds

SPECIES_NAME

CUSTOM PARAMET...	EVENT COUNT
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(total) 200 items	11M
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Drum, Red	274K
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Grouper, Gag	234K
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Amberjack, Greater	225K
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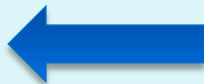
Seatrout, Spotted	222K
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Flounder	220K
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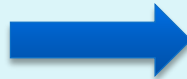
Snapper, Red	209K
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Grouper, Black	194K
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Snook (all species)	183K
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Top
Species
Views



Top
Location
Views

LOCATION

CUSTOM PARAMETER	EVENT COUNT
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(total) 183 items	11M
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South Atlantic Federal Waters	178K
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Gulf of Mexico Federal Waters	159K
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Texas State Waters	132K
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FL Monroe County	118K
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Virginia State Waters	84K
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Louisiana State Waters	73K
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Georgia State Waters	73K
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CA State Waters	60K
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Commercial Fish Rules

	2021
Users	1800
Sessions Per user	90
Average Engagement Time Per Use	9m

Users ▾ by City

CITY	USERS
Orlando	192
Charlotte	173
Washington	157
Roseville	153
Tampa	109
Raleigh	93
Coffeyville	89

←
Top
Views
by City

→
Top
Page
Views

Page title and screen name ▾ +		↓ Views	Users	New users	Views per user	Average engagement time
Totals		157,201 0.32% of total	1,733 0.38% of total	1,766 0.54% of total	90.71 Avg -15.91%	9m 46s Avg -48.72%
1	(not set)	67,715	1,733	1,635	39.07	0m 13s
2	Permit	30,003	826	0	36.32	3m 59s
3	SpeciesRegulation	22,431	728	0	30.81	5m 44s
4	Home	20,719	1,632	131	12.70	2m 16s
5	AddPermit	5,208	1,135	0	4.59	1m 10s
6	MainMenu	3,512	1,180	0	2.98	0m 33s
7	PermitMap	2,553	460	0	5.55	2m 44s
8	GeneralInfo	2,247	333	0	6.75	3m 18s
9	GridTileExplainer	1,977	422	0	4.68	1m 51s
10	AllAreaRestrictions	836	538	0	1.55	0m 25s

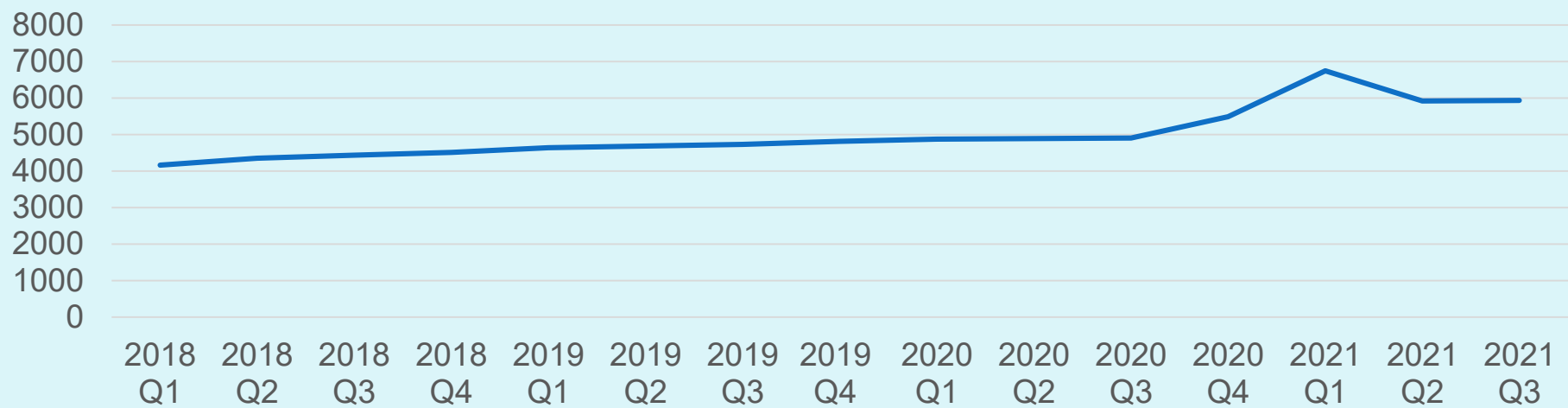
2021 Email Listserv Improvements

- ✓ Add pop-up bubble on press release page to promote newsletter sign-up
- ✓ Improve opportunities to sign up through social media, on website, and during in-person events
- ✓ Maintain staff and Council contact list
- ✓ Create Press Release Guidelines



Email Listserv

Listserv Subscribers 2018-2021



	2017	2018	2019	2020	2021
Subscribers	4011	4509	4817	5492	5996
Publications	69	83	77	98	167
Open Rate	35.79%	34.58%	34.56%	32.82%	33.35%

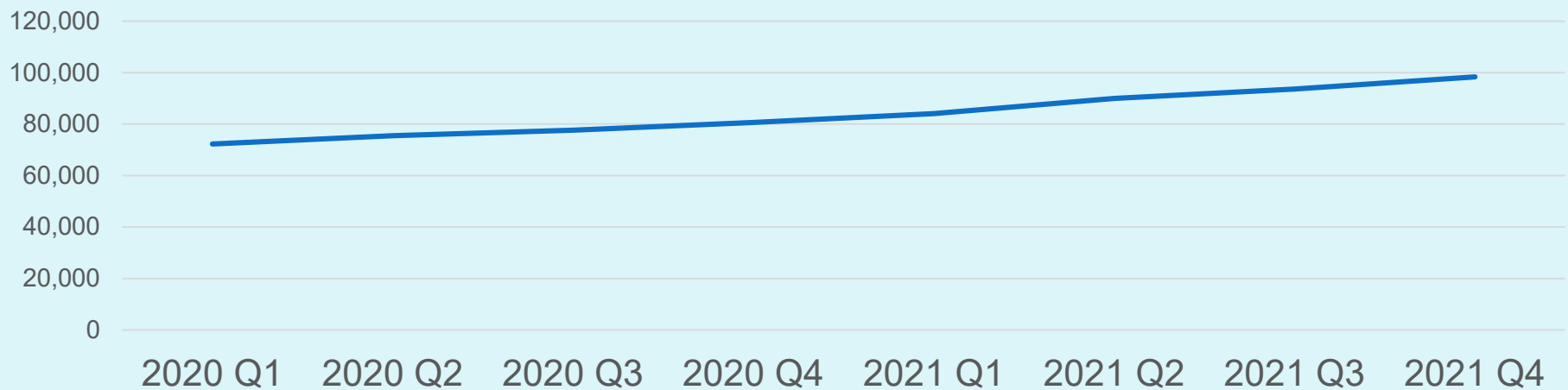
2021 Video Improvements

- Produce short video interviews with SSC, AP, and Council members explaining complex scientific and management topics.
 - This task was not completed.



YouTube

Quarterly Total Video Views 2020-2021



	2017	2018	2019	2020	2021
Total Views	8,638	10,555	13,327	10,409	14,330
Video Views	1,684	2,303	1122	545	864
Videos	12	11	6	5	6

2021 Social Media Improvements

- ✓ Create reoccurring positive content
- ✓ Regularly announce season openings and closings
- ✓ Start an Instagram account



Gulf of Mexico Fishery Management Council

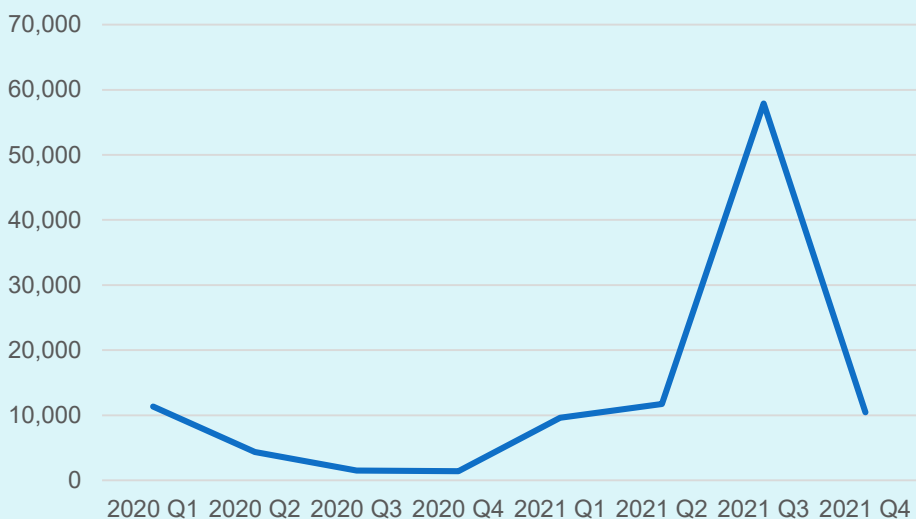
Managing the federal fishery to achieve the greatest harvest possible and ensure healthy ecosystems



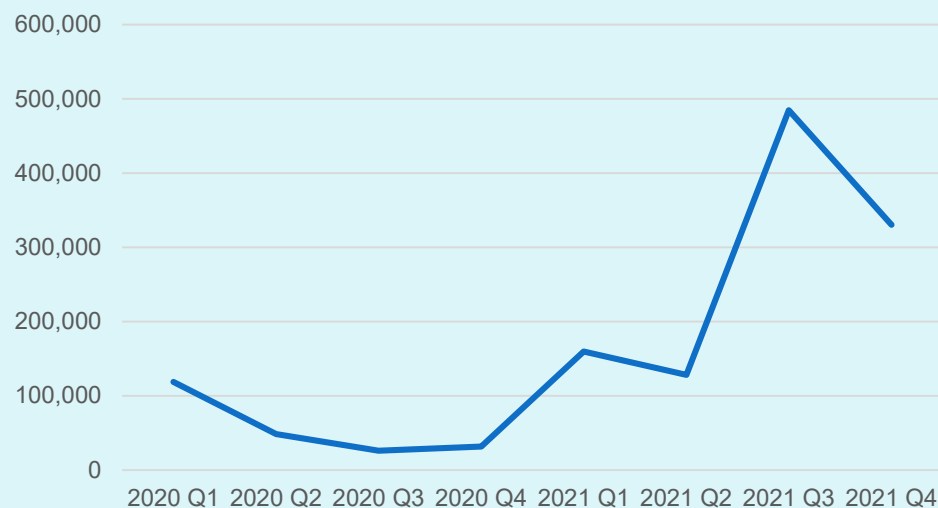
Facebook

	2017	2018	2019	2020	2021
Followers	8,709	9,537	9917	10,230	12,374
Engagements	141,921	53,975	32,101	18,542	89,663
Reach	N/A	588,423	337,230	224,686	1,102,389

Quarterly Facebook Engagements 2020-2021

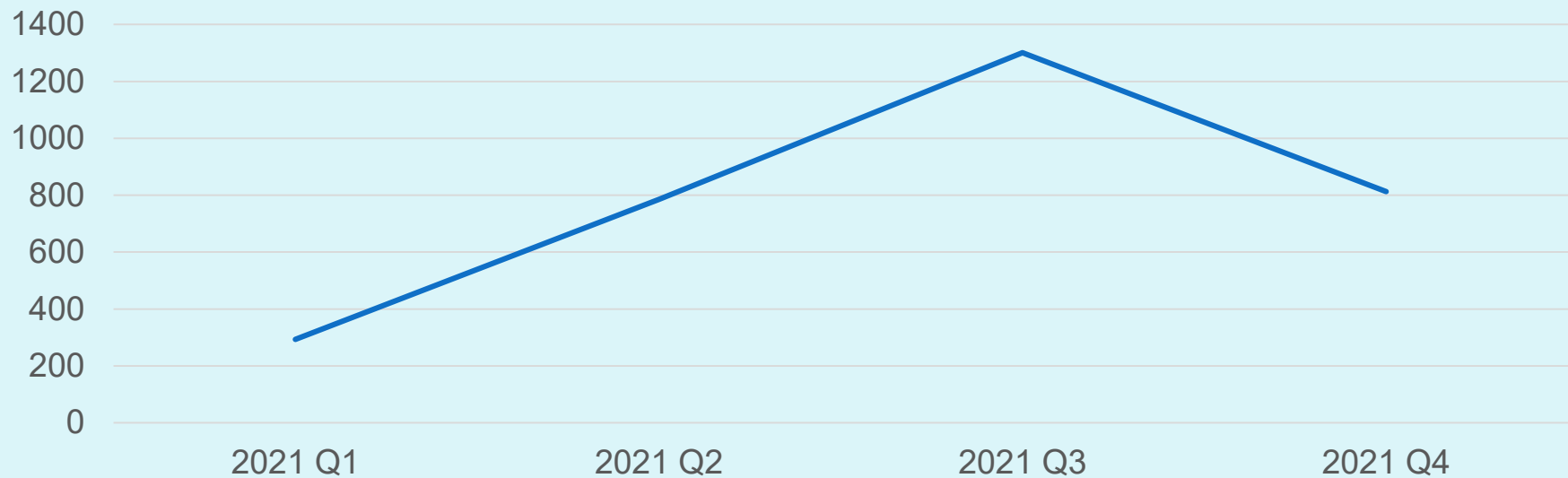


Quarterly Facebook Reach 2020-2021



Instagram

2021 Quarterly Instagram Engagements



	Q1	Q2	Q3	Q4
Followers	n/a	n/a	104	132
Engagements	293	786	1301	813
Reach	50	58	145	48

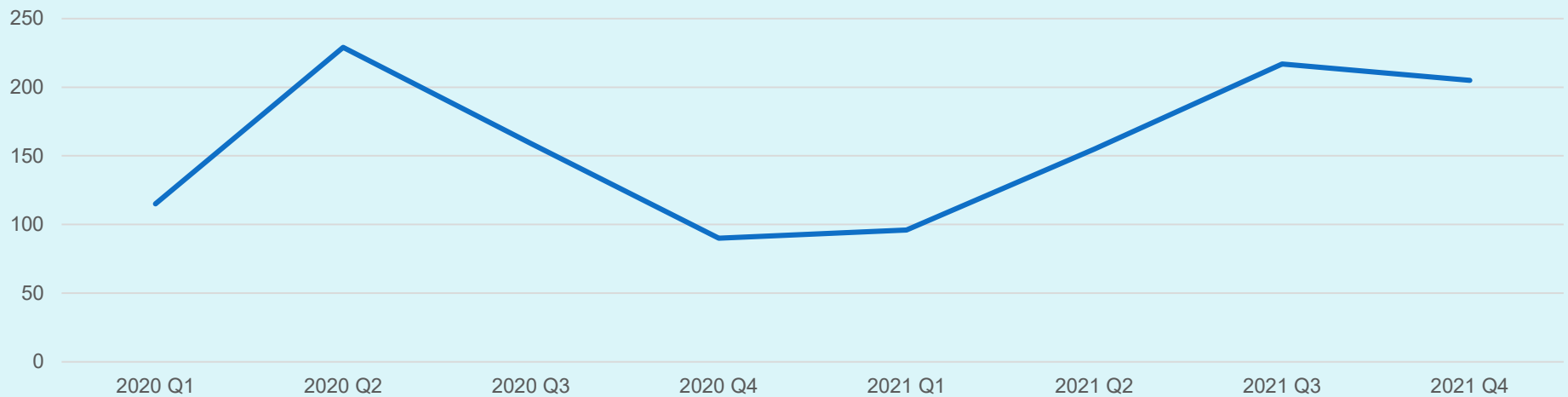
2021 Blog Improvements

- ✓ Increase frequency and relevance of posts
- ✓ Transition away from using a third party hosting service
- Create a quarterly blog article digest
 - The first edition of this was published in December



Gulf Currents Blog

Quarterly Blog Post Views 2021-2021



	2017	2018	2019	2020	2021**
Blog Page Views	40,764	20,101	13,903	8,541	846*
Individual Post Views	6,836	6,265	1122	593	673
Posts	7	9	7	7	14

Additional 2021 Improvements

Something's Fishy

- ✓ Host a renaming contest (Fishermen Feedback)
- ✓ Host past efforts on Council website
- ✓ Increase response rates by encouraging cross promotion from O&E Tech Committee
- Research blanket PRA approval of the tool
- Develop guidelines



Additional 2021 Improvements

Public Comment

- ✓ Create public comment guidelines
- Optimize public comment process by creating one central comment database that is searchable and can be linked by topic
 - A contractor has created a structure and process using Google Forms. Staff is now learning the new system and will transition to using it