



Tab O, No. 5(a)

A Deeper Dive:

The Council's Use of Social Media

Why Do We Use Social Media?

Growth

Expands our audience

Connects target audience

Increases awareness

Drives Traffic

Website resources

Comment opportunities

Educational opportunities

External resources

Customer Support & Outreach

Provides platform for direct discussion

Builds rapport with anglers

Reputation Management

Builds relationships

Allows opportunity to present factual realities

Public Relations

Platform for information dissemination

Builds audience of interested parties

If we don't get the word out, someone else will

Active Platforms

Facebook 2021

- Followers: 12,374
- Engagements: 89,663
- Reach: 1,102,389

*Instagram 2021

- Followers: 123
- Engagements: 3193
- Reach: 301



*Instagram is a new platform
as of March 2021



What is an Algorithm?

“A set of steps that are followed in order to solve a mathematical problem or to complete a computer process” – Merriam-Webster

A social media algorithm decides which content users will see and the order in which that content will be presented on their feed.

The goal of the social media algorithm is to share content that will be ‘most valuable and meaningful to an individual over the long term.’ - Facebook

Facebook/Instagram Algorithm Ranking Factors

Inventory

- The amount of content available to each user at the time.

Likelihood of Engagement

- Promotes posts that users are more likely to engage with and demotes content that users don't want to see.
- Accounts for both **active** (likes, comments, shares) and **passive** (view time, time decay) interaction

Neural Network

- Relies on a user's past behavior and behavior of a user's connections to determine relevancy

Media Type

- Aims to present a cross-section of media types (video, photo, links) for each user

Pulling Back the Curtain: Negative News



Gulf of Mexico Fishery Management Council

Published by Emily Muehlstein Lumsden · September 29 ·

NOAA just announced that commercial and recreational fishing for lane snapper will close at 12:01 AM, local time on October 18th, 2021. <https://gulfcouncil.org/.../commercial-and-recreational.../>



[See Insights](#)

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114

290 Comments 300 Shares

Post Insights



NOAA just announced that commercial and recreational fishing for lane snapper will close at 12:...

Published by Emily Muehlstein Lumsden · September 29 ·

Post Impressions

102,739

Post Reach

96,239

Post Engagement

14,900

Interactions



43
3



11



64



163



67



212



Reactions

939



Comments

1,421



Link Clicks

1,434



Shares

300



Other Clicks

10,393

Pulling Back the Curtain: Positive News

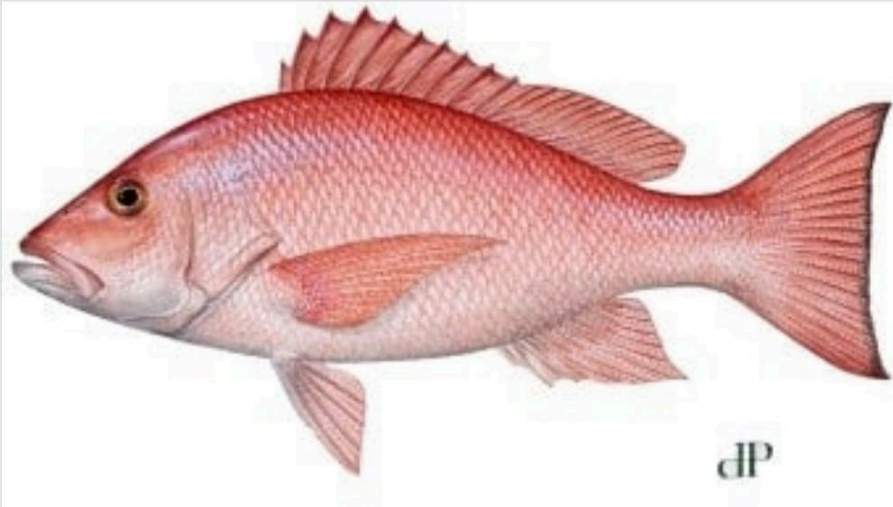


Gulf of Mexico Fishery Management Council

Published by Emily Muehlstein Lumsden · September 30 ·

The federal for-hire season for red snapper will re-open on October 15 and close at 12:01 local time on November 6, 2021.

<https://gulfcouncil.org/.../reopening-of-the-2021.../>



RED SNAPPER

Lutjanus campechanus

See Insights

Boost post

191

234 Comments 1K Shares

Post Insights



The federal for-hire season for red snapper will re-open on October 15 and close at 12:01 local time on...

Published by Emily Muehlstein Lumsden · September 30 ·

Post Impressions

246,437

Post Reach

219,469

Post Engagement

23,427

Interactions

3.3 K

233

32

97

6

19

Reactions

3,696

Comments

1,787

Link Clicks

3,169

Shares

1,031

Other Clicks

12,634

Other

Hide Post

16

Hide All Posts

4

See Page Insights

Boost post



Pulling Back the Curtain: Informational Post



Gulf of Mexico Fishery Management Council

Published by Emily Muehlstein Lumsden · October 12

...

Ever wonder if the bait you're using is legal? This article should clear a few things up: <https://gulfcouncil.org/.../am-i-using-legal-bait-or.../>



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 50

90 Comments 14 Shares

Post Insights

×



Ever wonder if the bait you're using is legal? This article should clear a few things up:...

Published by Emily Muehlstein Lumsden · October 12

Post Impressions

10,576

Post Reach


10,248


Post Engagement


1,912


Interactions


i


 38


 0

 28


 0

 0


 0

 Reactions


66

 Comments


99

 Link Clicks

719

 Shares

14

 Other Clicks

960