

Tab O, No. 4(a)

2024 Communications Improvement Plan Progress and Analytics

Gulf of Mexico Fishery Management Council



Website Improvements

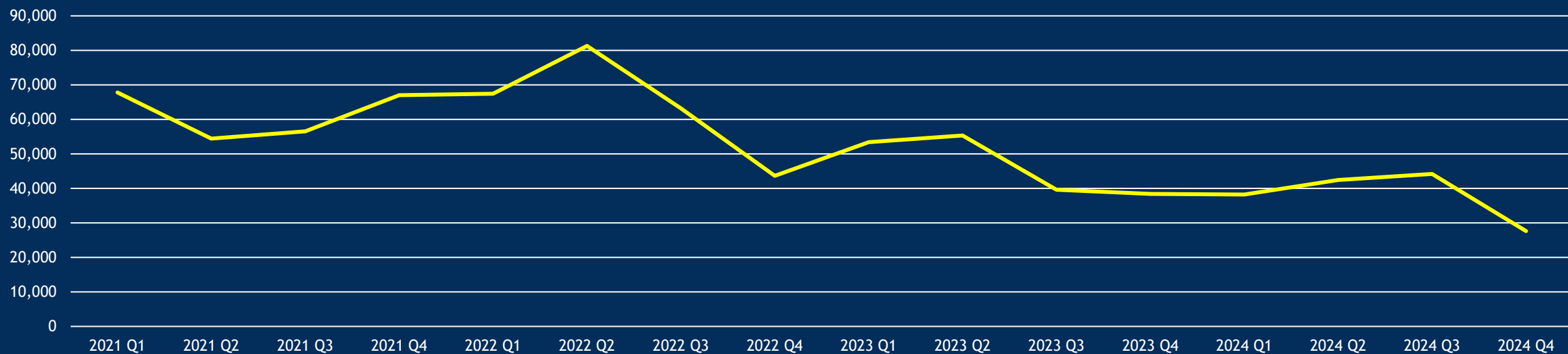


- Link final action press release to appropriate documents on the Implemented FMP pages
- Utilize web contractor to modernize the aesthetic and theme of website
- Update and improve the calendar widget on homepage
- Remove static species Hot Sheets and place the appropriate information on the species-specific regulations pages
- Improve regulations maps

Website Analytics



Quarterly Website Sessions



	2020	2021	2022	2023*	2024
Annual Sessions	149,656	245,889	255,673	186,870	152,466
Annual Page Views	287,103	369,168	343,815	321,462	297,652

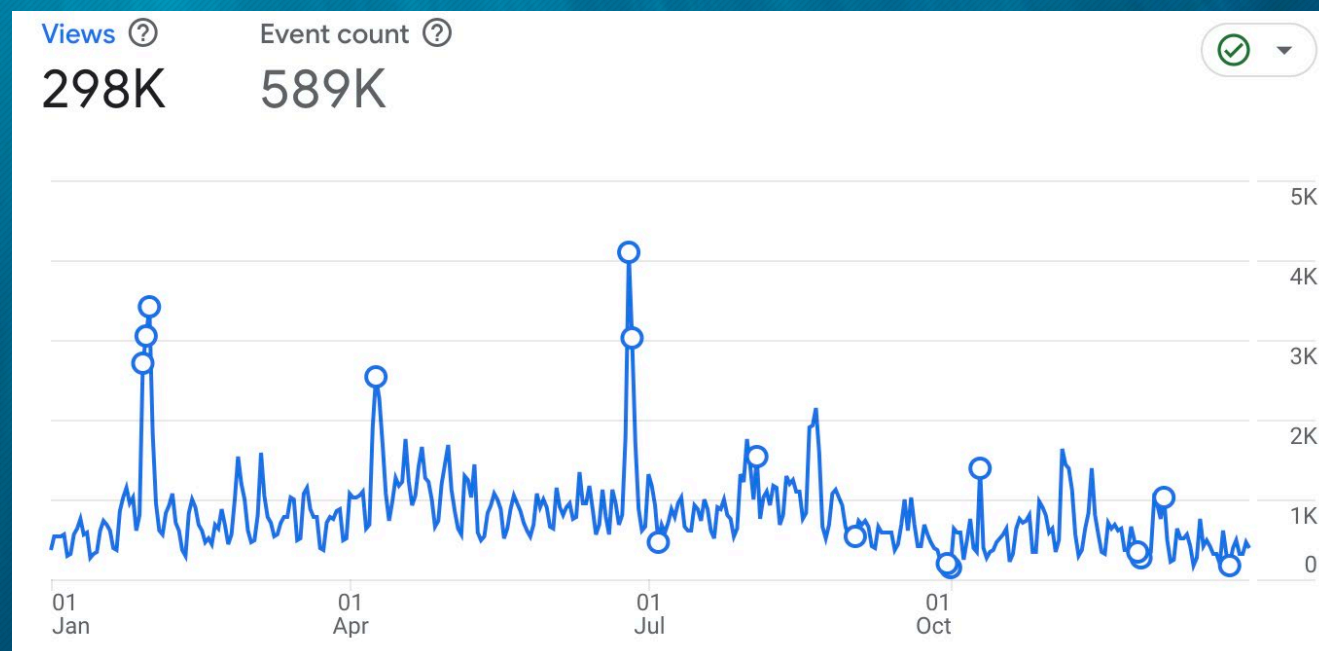
Website Analytics



2024 Website Use By Page

Page	# of Views
Homepage	56,546
Red Snapper Regulations	27,384
Federal Fishing Regulations	26,137
Council Meetings	16,983
Fishing Regulations	7,197
January 2024 Council Meeting	4,976
Imposters! Jacks ID Blog	5,435
Blog Red Snapper ID Blog	5,204
January 2024 Council Meeting Materials	5,024
State Fishing Regulations	4,066

119,000 New Users / 10,000 Returning Users



Recreational Fish Rules Analytics



Distinct users = 35,353

Total number of “regulation detail” events = 278,938

Average number of App sessions per user = 3.34

Average session length in seconds = 240.8

Species	Total	Percentage	Rank
Snapper, Red	19,702	7.06%	1
Grouper, Red	19,218	6.89%	2
Grouper, Gag	19,190	6.88%	3
Amberjack, Greater	18,793	6.74%	4
Triggerfish, Gray	12,190	4.37%	5
Grouper, Black	10,770	3.86%	6
Grouper, Scamp	10,178	3.65%	7
Snapper, Lane	9,279	3.33%	8
Snapper, Gray (Mangrove)	7,780	2.79%	9
Snapper, Vermilion	7,264	2.60%	10
Cobia	7,211	2.59%	11
Amberjack, Lesser	6,544	2.35%	12
Grouper, Snowy	5,226	1.87%	13
Hogfish	5,067	1.82%	14
Snapper, Yellowtail	4,767	1.71%	15

Social Media Improvements

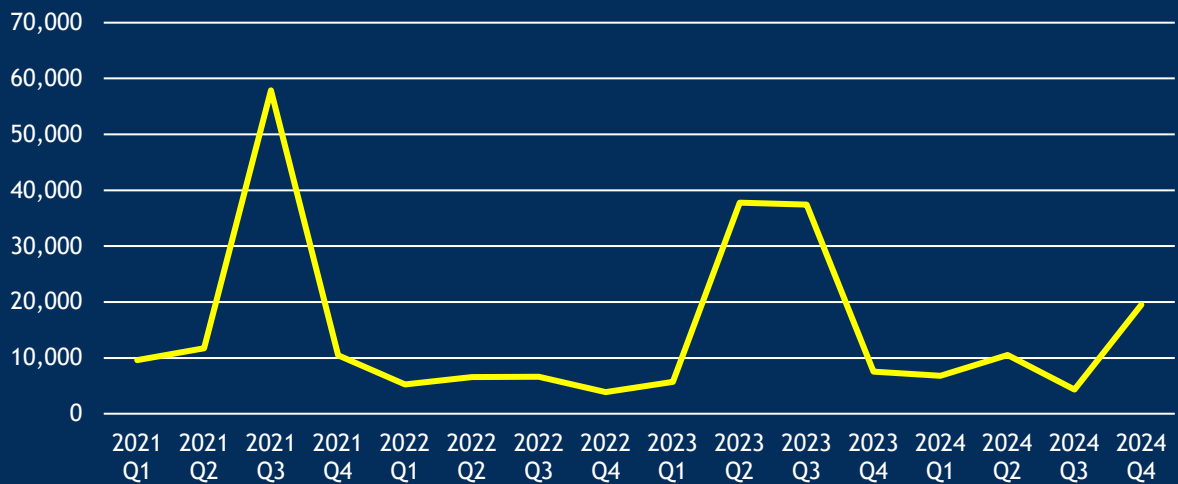


- ☑ Post at least once a week
- ☑ Regularly post helpful and positive content:
 - Nudges to join listserv
 - Meeting details
 - Helpful Council resources/materials
 - Season openings and closures
 - Holiday content
- ✗ Regularly post reels/shorts
 - Announcing final action
 - Describing stock assessment results
 - Relaying good news
 - Explaining difficult subjects
- ✗ Expand use of the Fishbrain platform

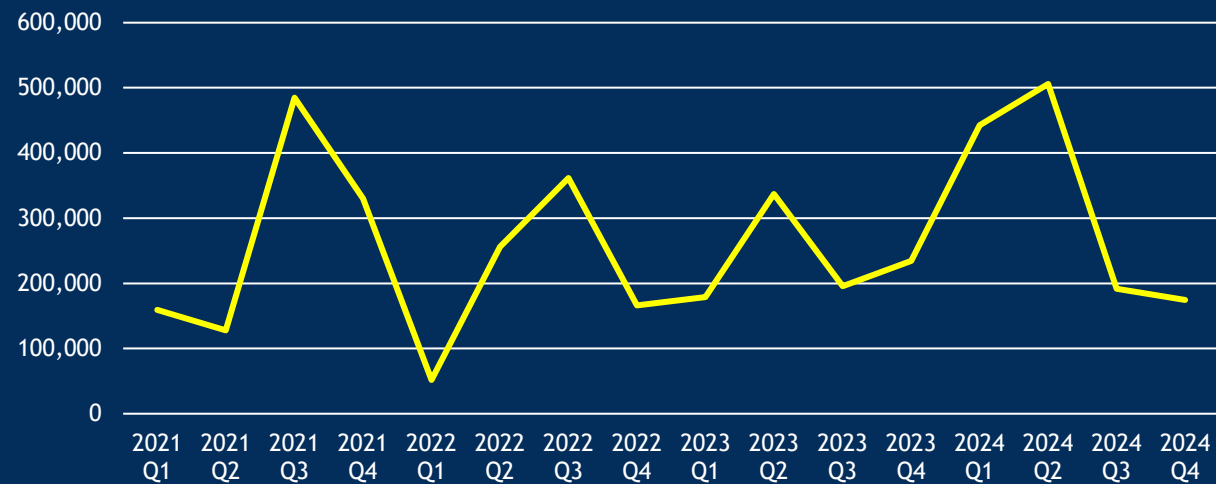
Facebook Analytics



Quarterly Facebook Engagements



Quarterly Facebook Reach

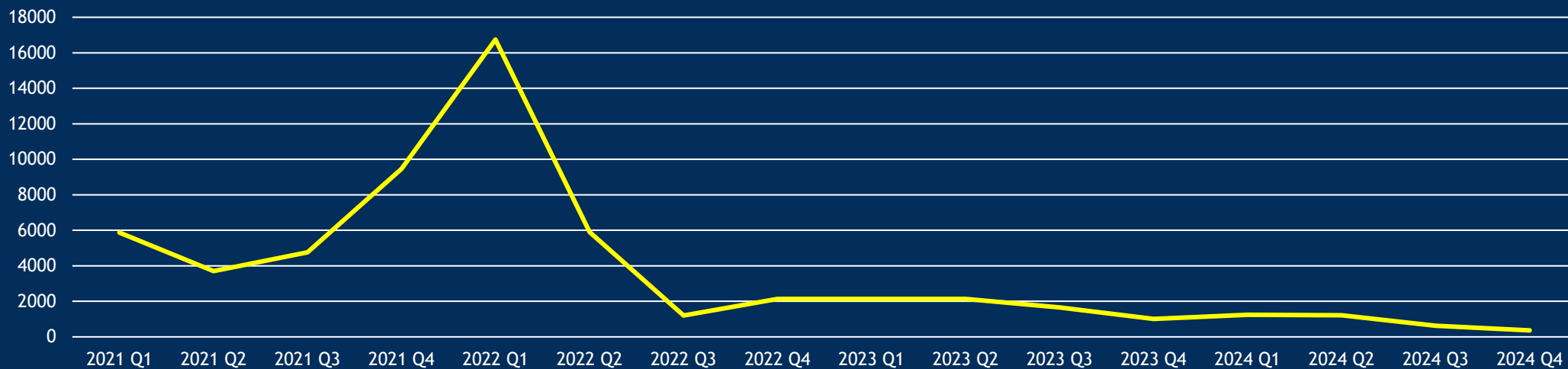


	2020	2021	2022	2023	2024
Followers	10,230	12,374	13,560	14,480	16,033
Engagements	18,542	89,663	22,318	88,471	41,164
Reach	224,686	1,102,389	835,613	946,006	1,314,914

YouTube Analytics

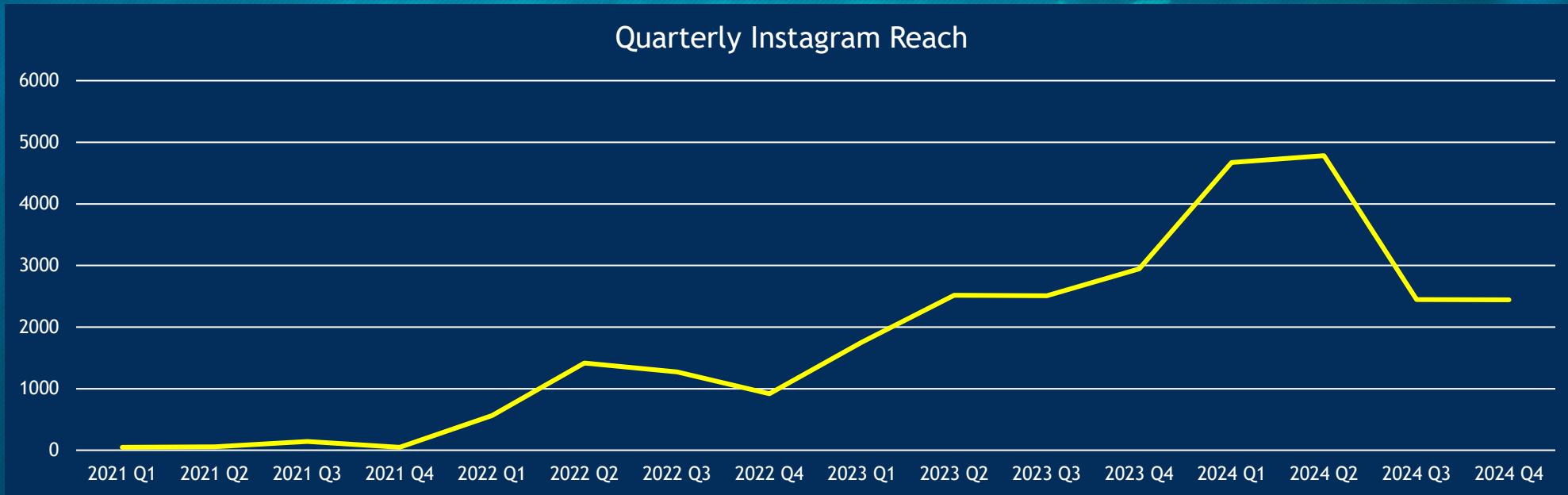


Quarterly Total Video Views



	2020	2021	2022	2023	2024
Total Views	10,409	14,330	33,309	10,162	3,444
Video Views	545	864	2,179	2,474	0
Videos	5	6	9	7	0

Instagram Analytics



	2021	2022	2023	2024
Followers	132	256	363	435
Engagements	301	850	1,225	14,540
Reach	3,193	4,172	9,725	15,304

Gulf Currents Blog Improvements



- Publish at least 8 blog articles.
 - Write a second installment of 'Get Engaged' blog with tips on how to get effectively involved.
 - Write two 'Meet the Council' blogs. One to introduce 2023 inductees, and one to introduce 2024 inductees in August.
 - Re-work the 'Why are Commercial and Recreational Regulations so Different' blog into the 'Regulations Rationale' theme.
- Publish at least two blog digests.
 - Regulations Rationale
 - Meet the Council
- Highlight new blogs on the website homepage slideshow.

Gulf Currents Blog Analytics

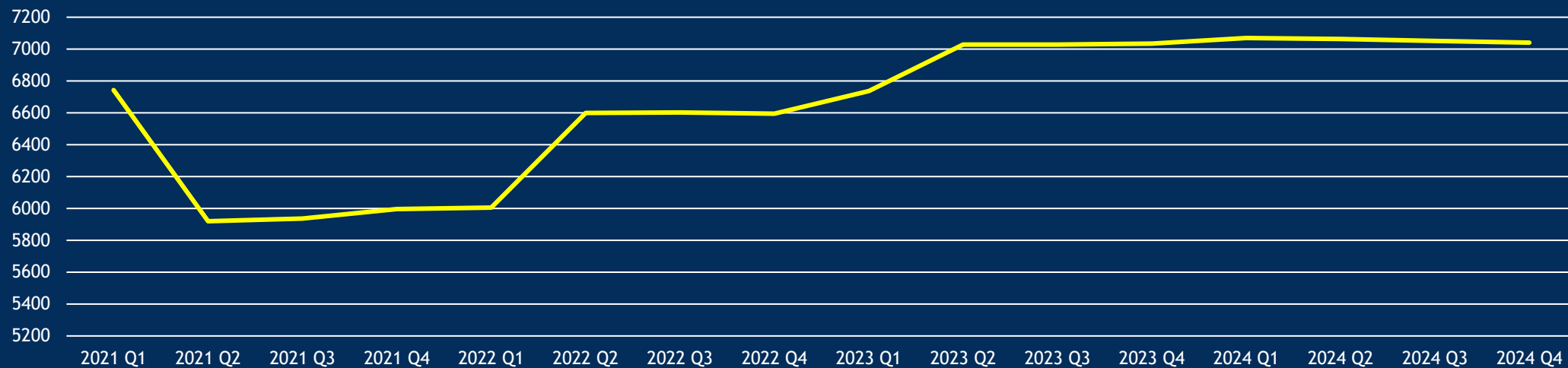


	2020	2021*	2022*	2023*	2024
Total Blog Reads	8,541	?	?	?	20,484
Individual Post Views	593	673	1,566	?	1,388
Posts	7	14	6	8	9

Email Listserv Analytics



Quarterly Listserv Subscribers



	2020	2021	2022	2023	2024
Subscribers	5,492	5,996	6,595	7,034	7,040
Publications	98	167	88	91	83
Open Rate	32.82%	33.35%	44.3%	46.5%	47%

Additional 2024 Improvements



Fisherman Feedback

- Achieved Paperwork Reduction Act clearance
- Draft a paper outlining the merits and process of the Fisherman Feedback tool

Public Comment & Public Hearings

- Send press releases to promote public comment opportunities for framework actions
- Audit and improve public hearing guides

History of Management Tool

- Publish tool
- Expand tool by adding species
- Develop StoryMaps that advertise the tool by highlighting each of the completed species

Outreach Events



Event	# of Direct Contacts
FWC Fishery Dependent Monitoring Training	100
FWC FDM Observers Monthly	16
Gainesville Offshore Fishing Club	50
FWC Officer Training	23
Gulf Commercial Fisherman Training	12

Additional 2024 Improvements



- ✗ Re-write and design *Navigating the Council Process*
- ☑ Modernize the Council's PowerPoint presentation template
- 🔄 Improve our repository of images used for outreach purposes