

# 2024 Communications Improvement Plan Progress and Q1-Q3 Analytics



Outreach and Education Technical Committee  
Gulf of Mexico Fishery Management Council

# Website Improvements

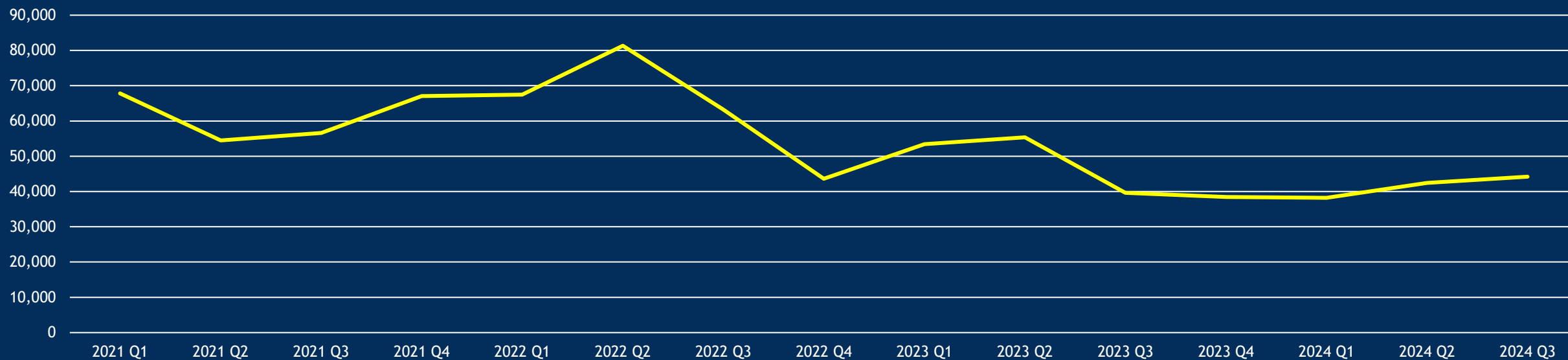


- Link final action press release to appropriate documents on the Implemented FMP pages
- Utilize web contractor to modernize the aesthetic and theme of website
- Update and improve the calendar widget on homepage
- Remove static species Hot Sheets and place the appropriate information on the species-specific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

# Website Analytics



Quarterly Website Sessions



	2020	2021	2022	2023*	Q1-Q3 2024
Annual Sessions	149,656	245,889	255,673	186,870	124,822
Annual Page Views	287,103	369,168	343,815	321,462	246,512

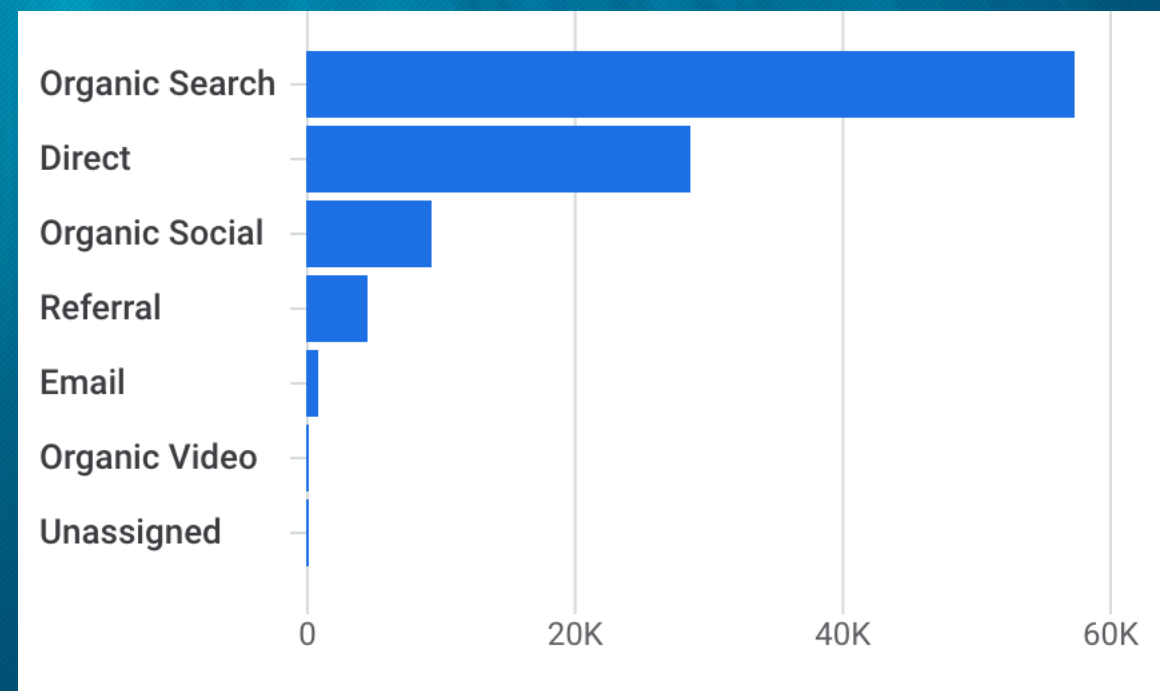
# Website Analytics



## 2024 Website Use By Page

Page	# of Views
Homepage	46,562
Red Snapper Regulations	27,384
Federal Fishing Regulations	21,978
Council Meetings	12,825
Fishing Regulations	6,302
January 2024 Council Meeting	4,976
Imposters! Jacks ID Blog	4,652
Blog Red Snapper ID Blog	4,377
NOAA Gag Recreational Season Press Release	3,978
State Fishing Regulations	3,552

101,000 Users



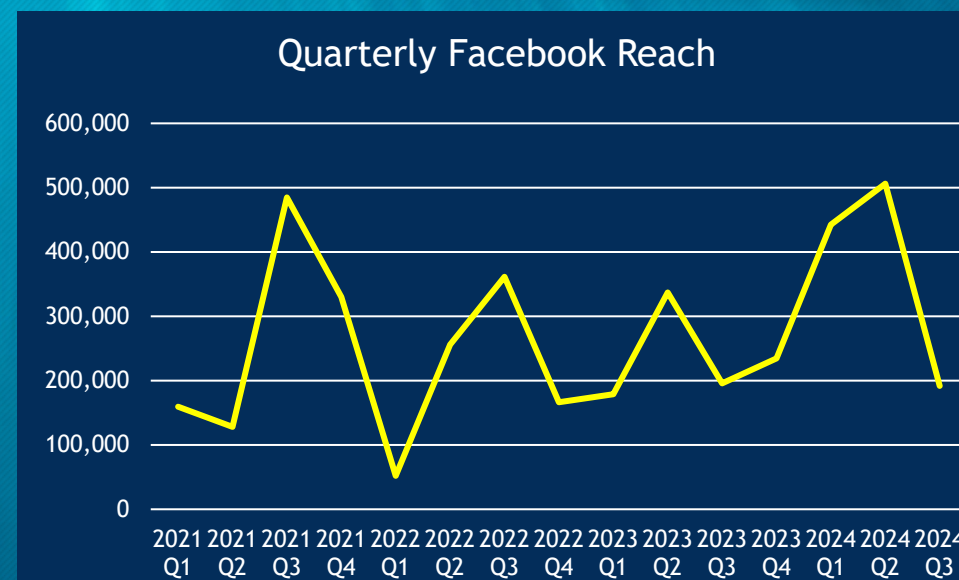
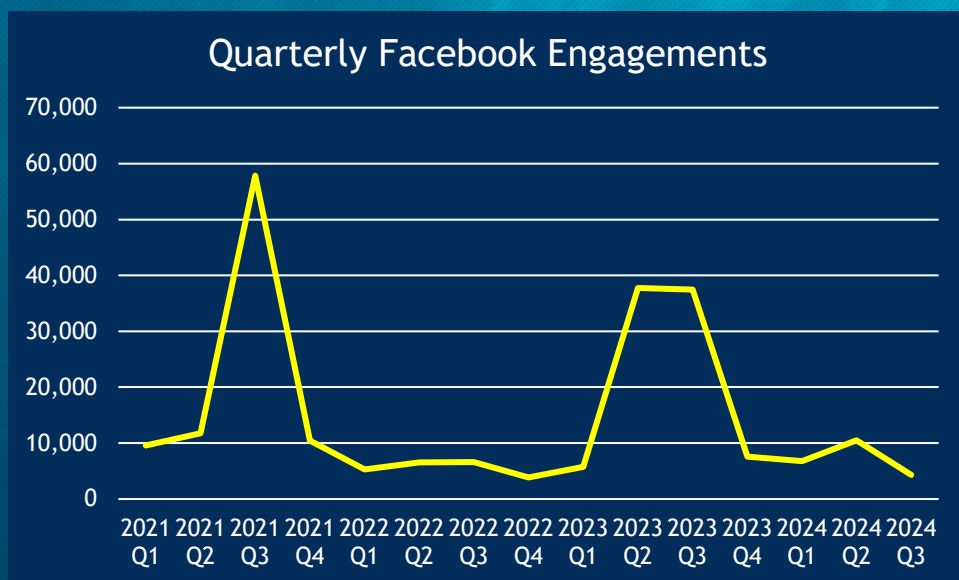
How Did New Users Find Us?

# 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

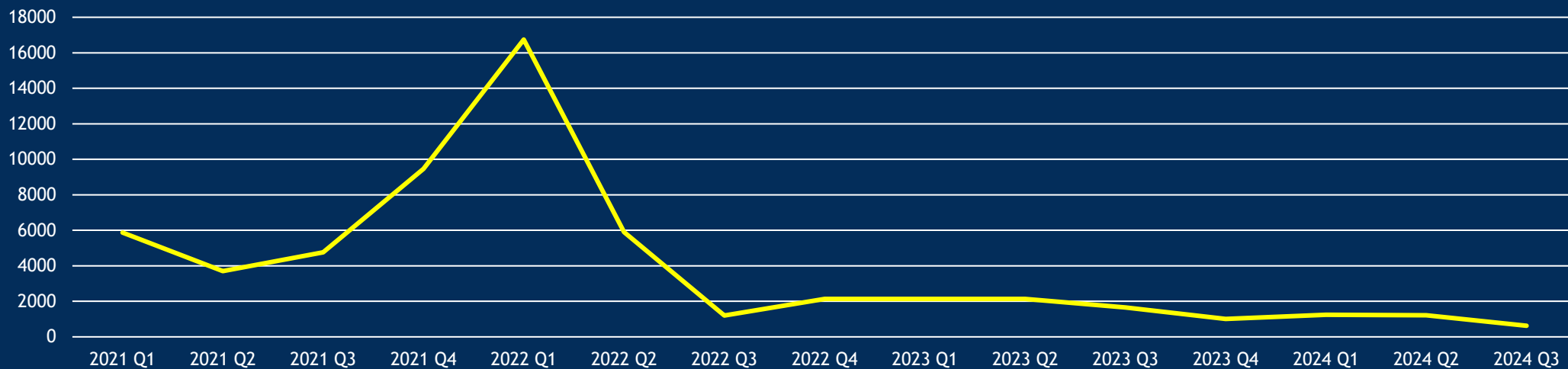


	2020	2021	2022	2023	Q1-Q3 2024
Followers	10,230	12,374	13,560	14,480	15,785
Engagements	18,542	89,663	22,318	88,471	21,636
Reach	224,686	1,102,389	835,613	946,006	1,140,360

# YouTube Analytics

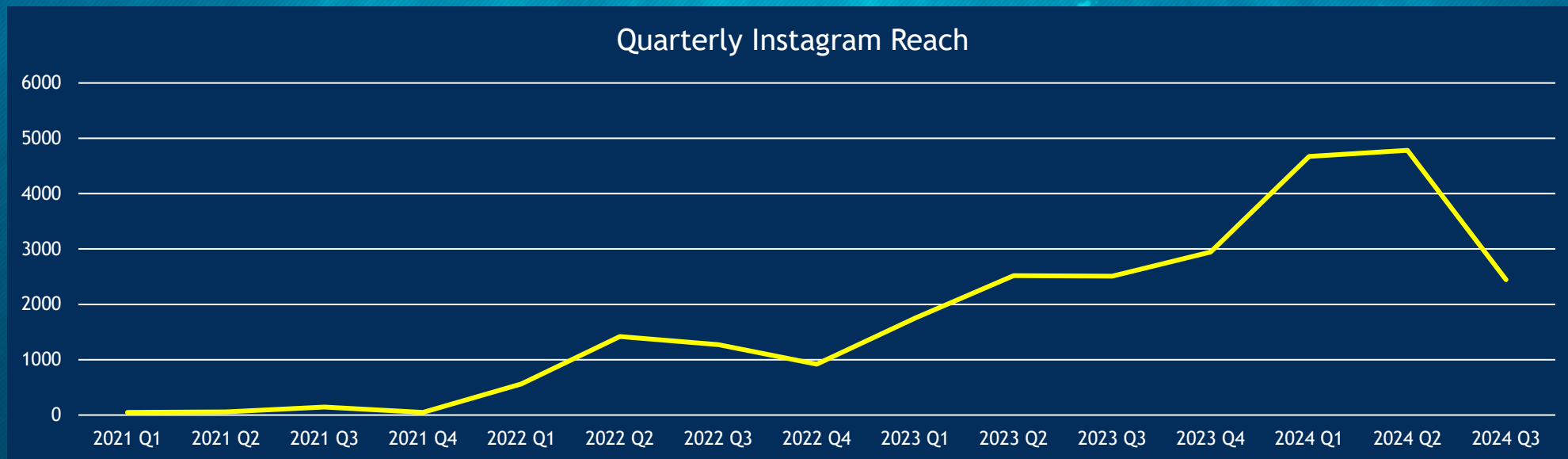


Quarterly Total Video Views



	2020	2021	2022	2023	Q1 – Q3 2024
Total Views	10,409	14,330	33,309	10,162	3,078
Video Views	545	864	2,179	2,474	0
Videos	5	6	9	7	0

# Instagram Analytics



	2021	2022	2023	Q1-Q3 2024
Followers	132	256	363	424
Engagements	301	850	1225	11,900
Reach	3193	4172	9725	12,861

# 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

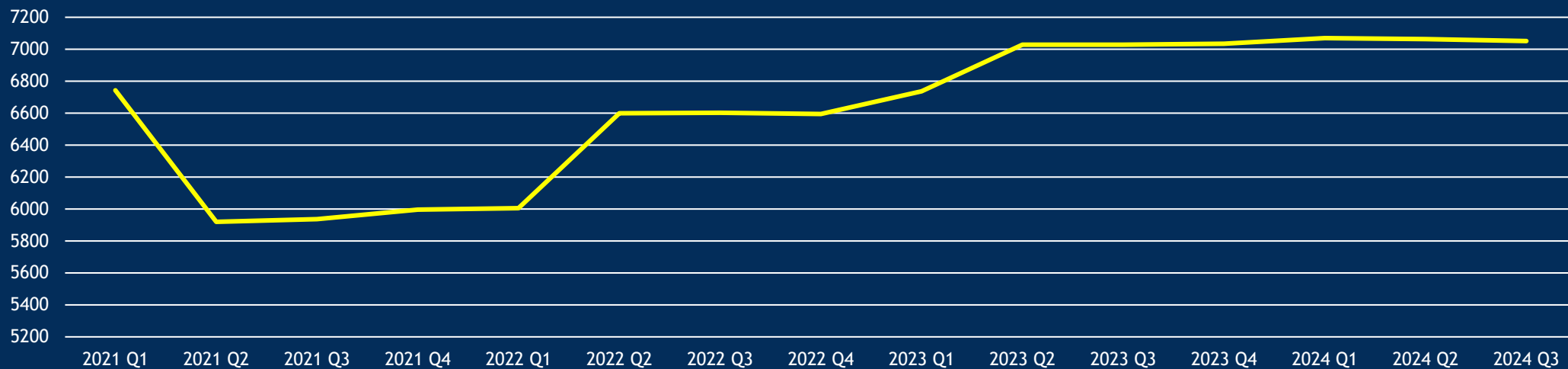


	2020	2021*	2022*	2023*	2024
Total Blog Reads	8,541	?	?	?	17,245
Individual Post Views	593	673	1566	?	1185
Posts	7	14	6	8	7

# Email Listserv Analytics



Quarterly Listserv Subscribers



	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>Q1 – Q3 2024</b>
Subscribers	5492	5996	6595	7034	7051
Publications	98	167	88	91	60
Open Rate	32.82%	33.35%	44.3%	46.5%	35.7%

# 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