

Q1-Q3 2025 Communications Analytics

December 2025: Outreach and Education Technical Committee
Gulf Council



Rebranding



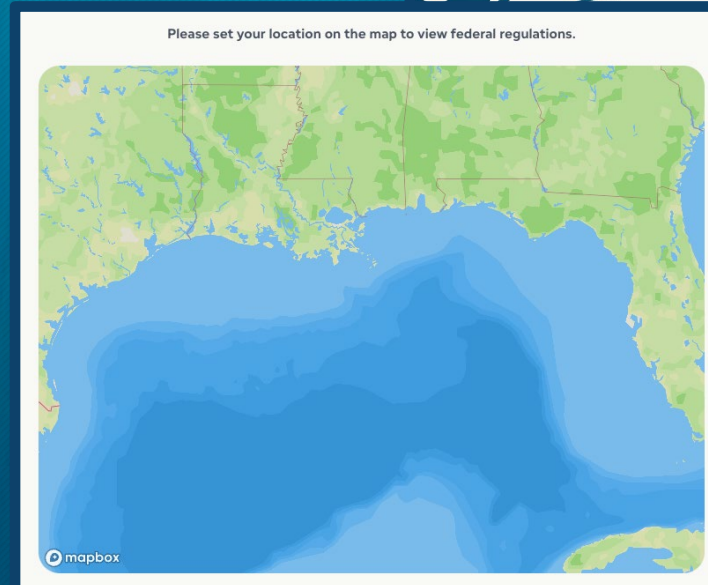
- Re-named the organization in response to E.O. renaming the Gulf of America
- Worked with contractor to develop new logo



Website Improvements



- ✓ Modernized aesthetic and function of the site
- ✓ Improved Integration of the FishRules API to account for location based regulations



Spoiler alert....



Analytics are down across all platforms

With the exceptions of:

- Listserv
- Facebook followers and impressions

Context:

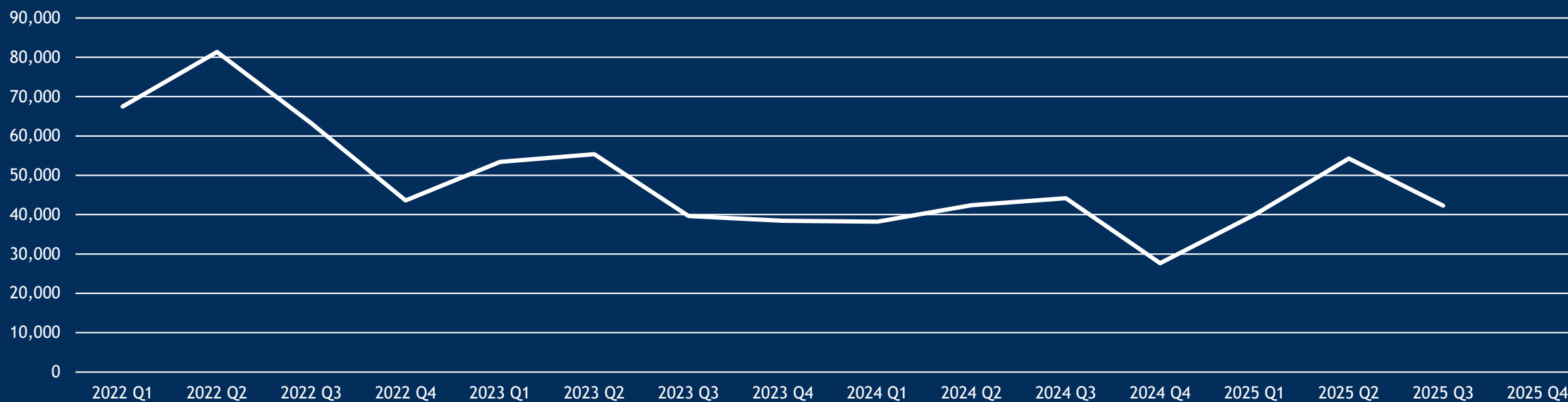
- Lost capacity
- 1 Minor Final Action item in 2024
- Intentional reduction in visibility in 2025



Website Analytics



Quarterly Website Sessions



	2021	2022	2023*	2024	Q1-Q3 2025
Annual Sessions	245,889	255,673	186,870	152,466	136,490
Annual Page Views	369,168	343,815	321,462	297,652	260,110

Website Analytics



2025 Website Use By Page

Page	# of Views
Homepage	45,749
Federal Fishing Regulations	28,881
Red Snapper Regulations	18,150
Fishing Regulations	8,652
Council Meetings	5,279
Meetings	5,102
August Council Meeting	4,518
<u>Fish Rules Push Notifications</u>	3,978
State Fishing Regulations	4,377
Recreational Fishing Season Calendar	3,393

103,000 Users

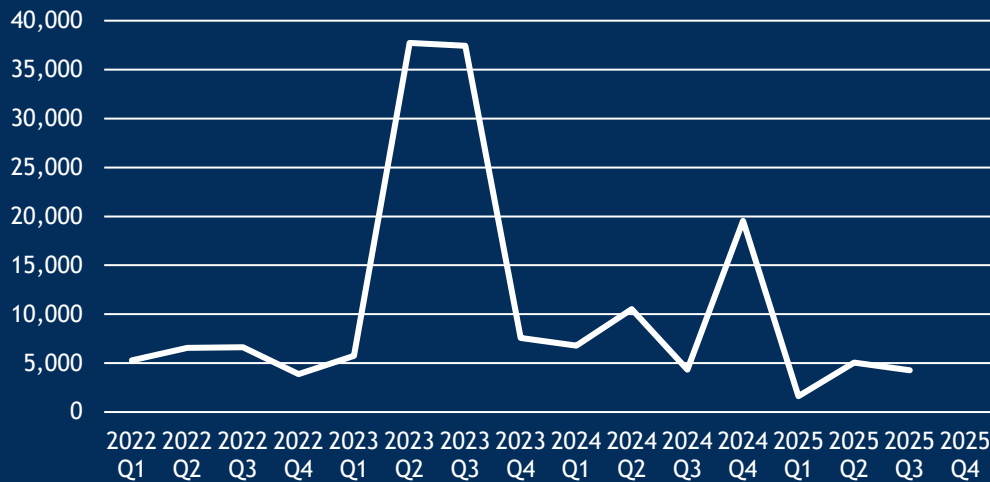
Organic Search	51K
Direct	40K
Organic Social	6.6K
Referral	4.3K
Email	1.1K
Unassigned	108
Organic Video	9

How Did New Users Find Us?

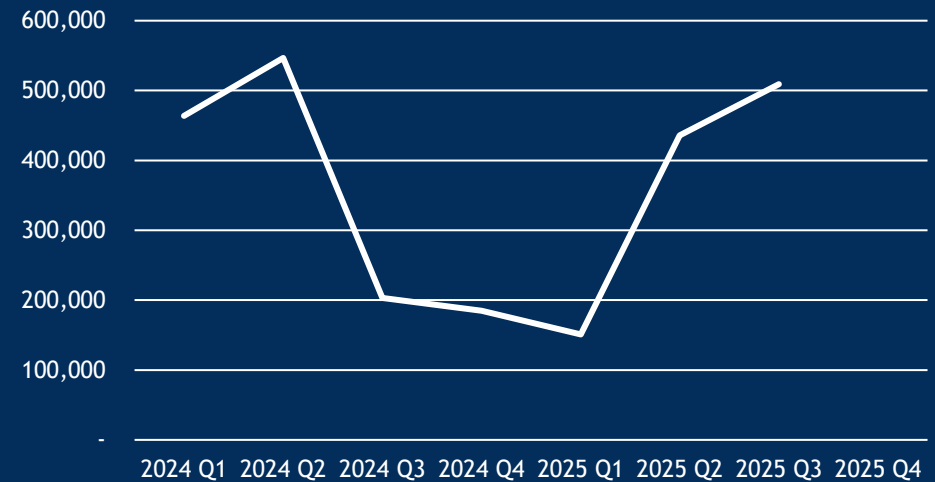
Facebook Analytics



Quarterly Facebook Engagements

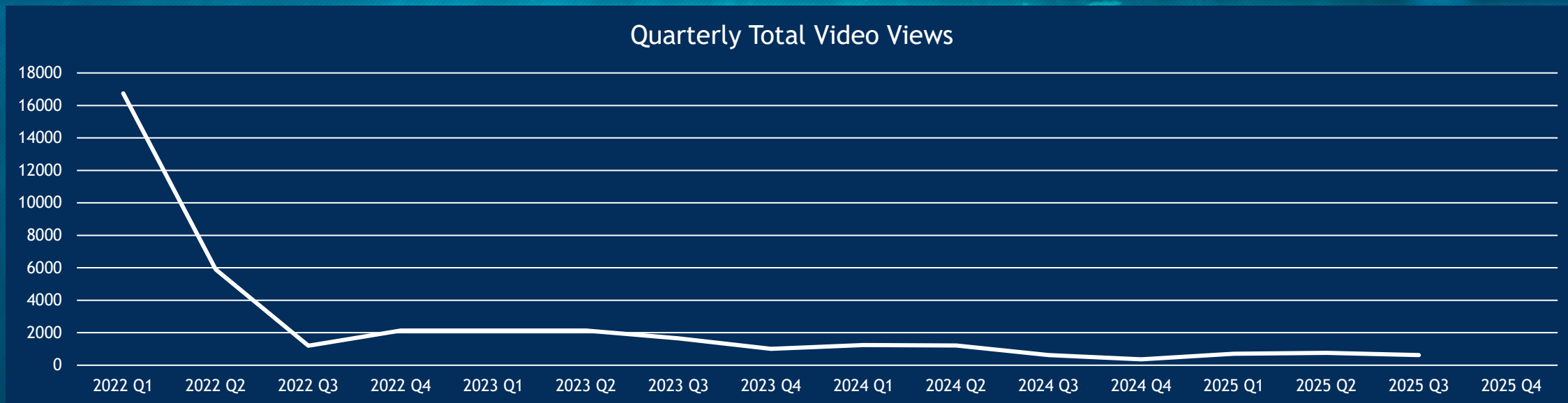


Quarterly Facebook Views/Impressions



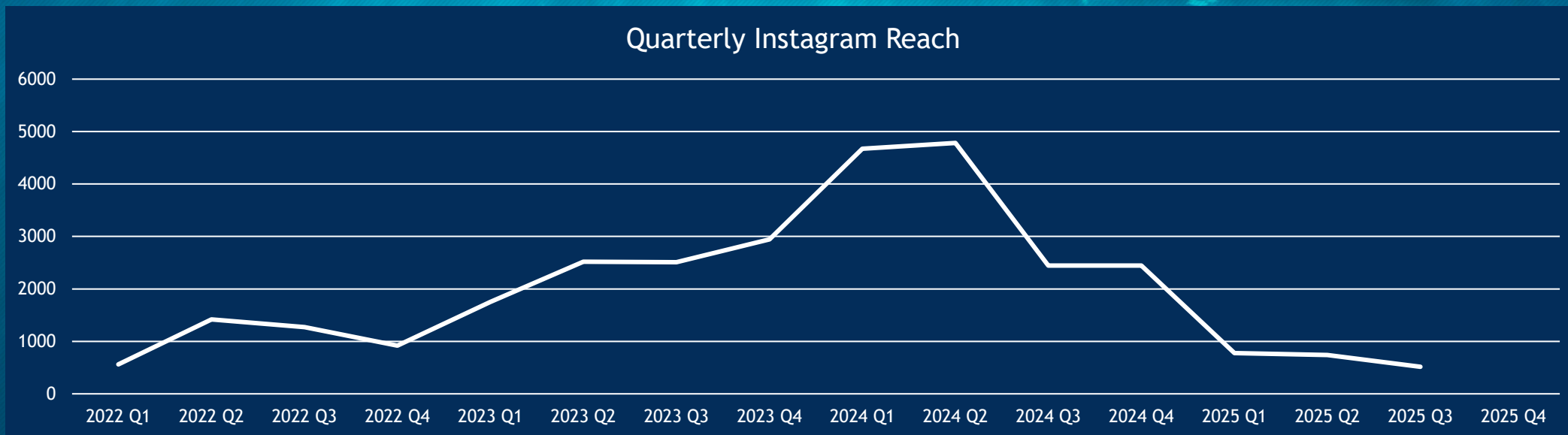
	2021	2022	2023	2024	Q1-Q3 2025
Followers	12,374	13,560	14,480	16,033	16,612
Engagements	89,663	22,318	88,471	41,164	10,923
Views/Impressions	1,102,389	835,613	946,006	1,314,914	1,096,285

YouTube Analytics



	2021	2022	2023	2024	Q1 – Q3 2025
Total Views	14,330	33,309	10,162	3,444	2,101
Video Views	864	2,179	2,474	0	853
Videos	6	9	7	0	8

Instagram Analytics

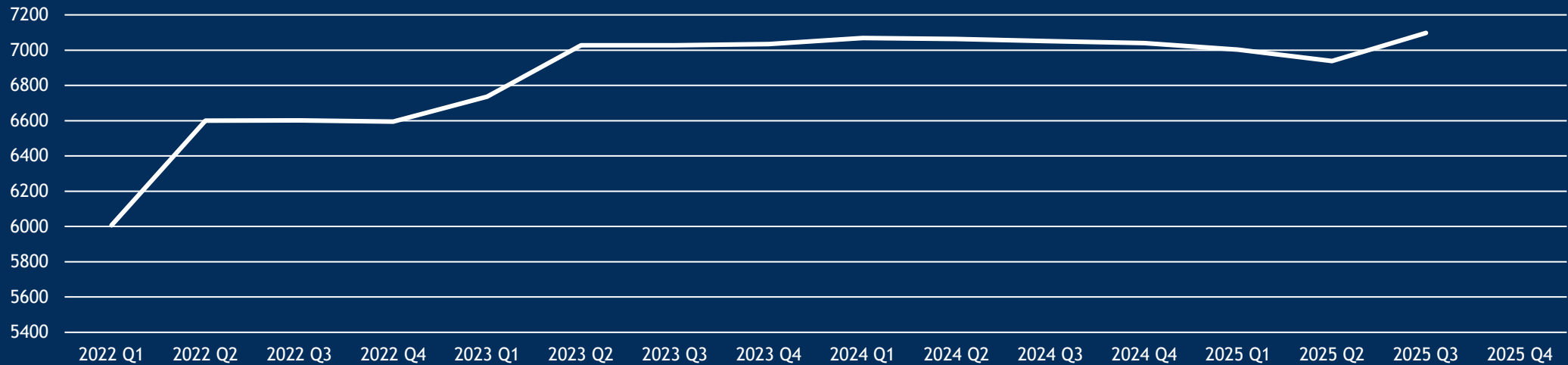


	2021	2022	2023	2024	Q1-Q3 2025
Followers	132	256	363	435	504
Engagements	301	850	1225	14,540	1,272
Reach	3193	4172	9725	15,304	2,031

Email Listserv Analytics



Quarterly Listserv Subscribers



	2021	2022	2023	2024	Q1 – Q3 2025
Subscribers	5996	6595	7034	7,040	7,098
Publications	167	88	91	91	43
Open Rate	33.35%	44.3%	46.5%	46.5%	52%

Outreach Events



Event	# of Direct Contacts
FWC Fishery Dependent Monitoring Training	100
Sarasota Power Squadron	14
Alabama Charter New Entrant	12
Young Fisherman Training	7
Lakewood Ranch Fishing Club	17
USF Mock Case Study	17
Samford University Fisheries Class	25

A Little More Context...



Most of our current content focuses on:

- Fishing regulations
- Meetings and meeting info
- Public comment opportunities

Adding full-time Outreach Specialist position in 2025

