

2025 Communications Analytics

January 2026: Outreach and Education Committee
Gulf Council



Rebranding



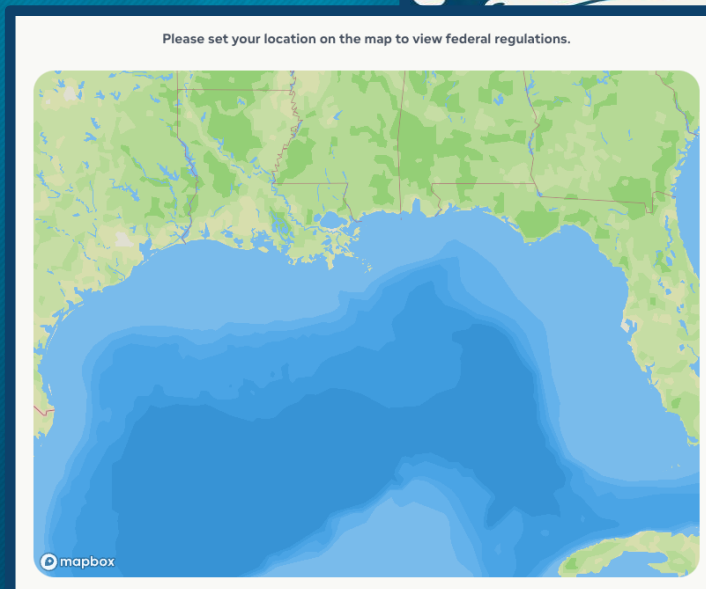
- Re-named the organization in response to E.O. renaming the Gulf of America
- Worked with contractor to develop new logo



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:

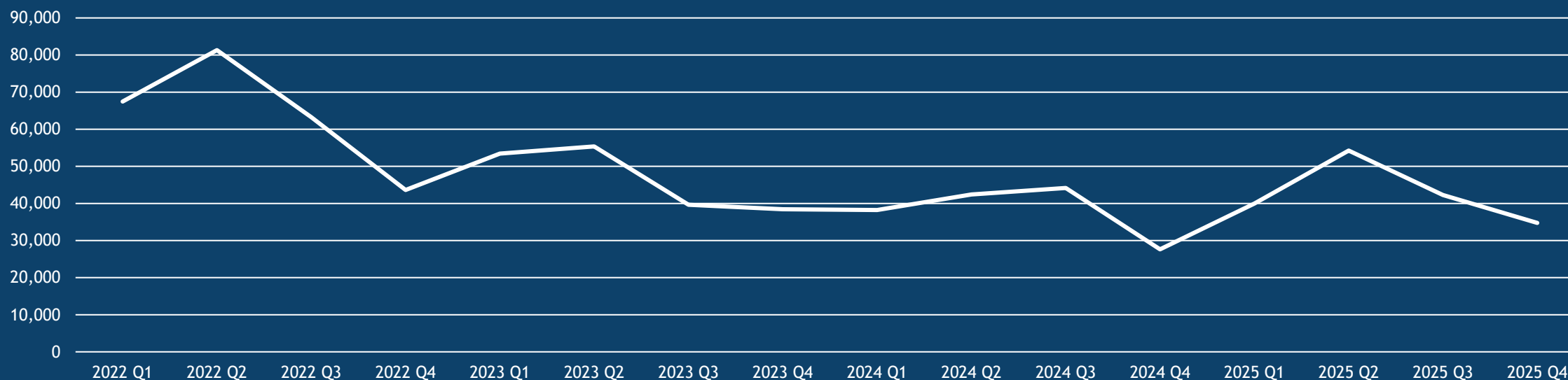
- Lost capacity
- 1 Minor Final Action item in 2024
- Intentional reduction in visibility in 2025



Website Analytics



Quarterly Website Sessions



	2021	2022	2023*	2024	2025
Annual Sessions	245,889	255,673	186,870	152,466	171,246
Annual Page Views	369,168	343,815	321,462	297,652	319,255

Website Analytics



2025 Website Use By Page

Page	# of Views
Homepage	49,171
Federal Fishing Regulations	30,388
Red Snapper Regulations	18,891
Fishing Regulations	9,286
Council Meetings	5,803
Meetings	5,104
August Council Meeting	4,561
<u>Fish Rules Push Notifications</u>	3,978
State Fishing Regulations	3,843
Recreational Fishing Season Calendar	3,393

117,000 Users

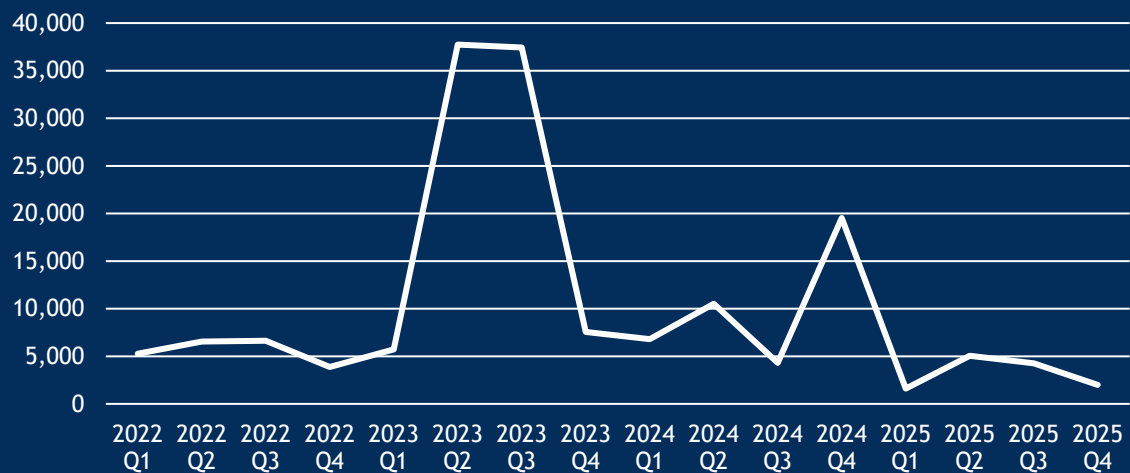
Organic Search	51K
Direct	40K
Organic Social	6.6K
Referral	4.3K
Email	1.1K
Unassigned	108
Organic Video	9

How Did New Users Find Us?

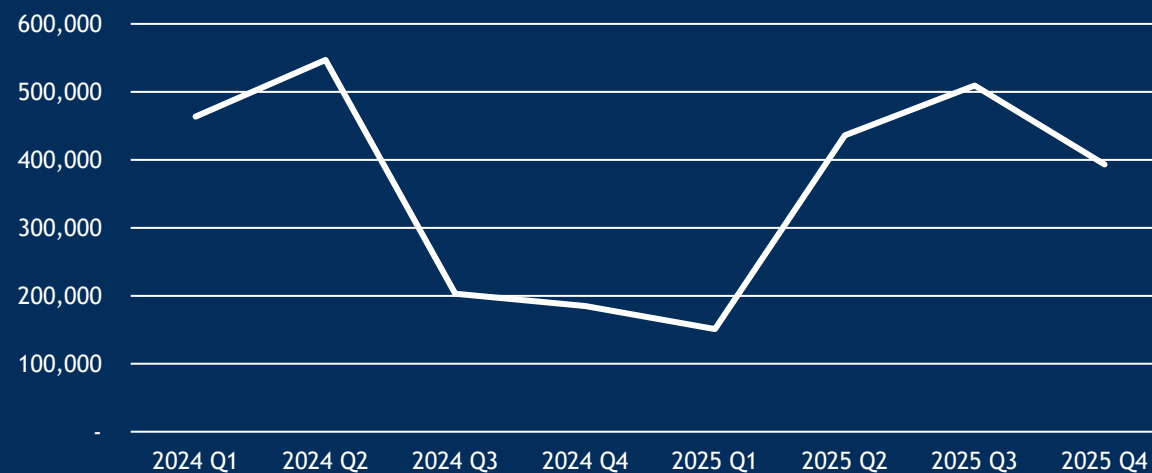
Facebook Analytics



Quarterly Facebook Engagements



Quarterly Facebook Views

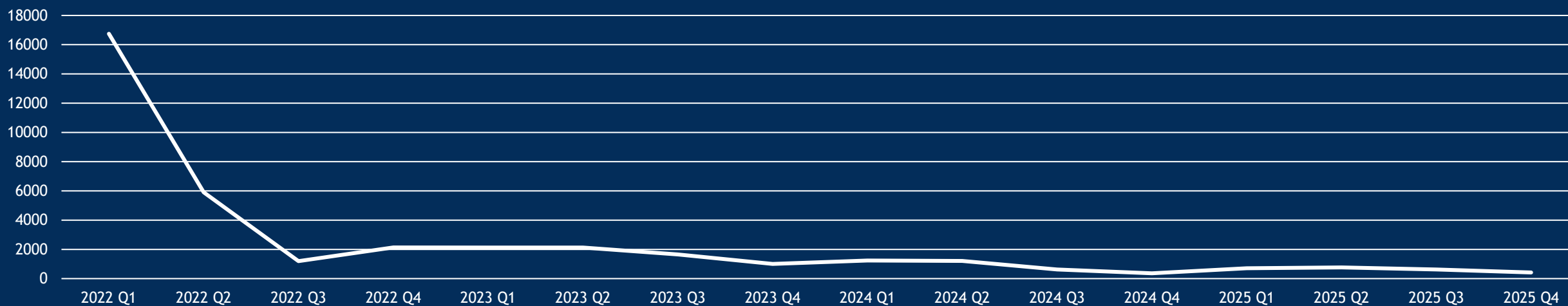


	2021	2022	2023	2024	2025
Followers	12,374	13,560	14,480	16,033	16,682
Engagements	89,663	22,318	88,471	41,164	12,915
Views/Impressions	1,102,389	835,613	946,006	1,314,914	1,489,610

YouTube Analytics



Quarterly Total Video Views



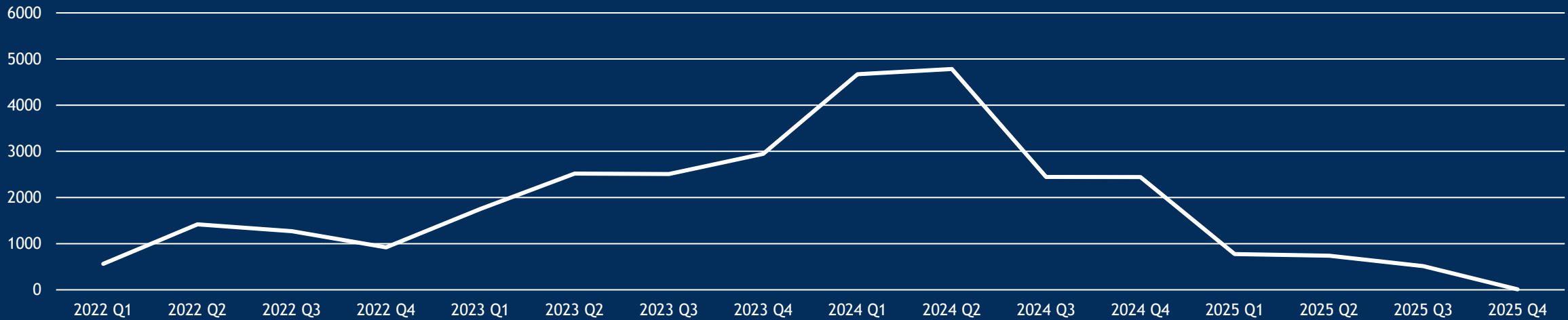
	2021	2022	2023	2024	2025
Total Views	14,330	33,309	10,162	3,444	2,390
Video Views	864	2,179	2,474	0	1,005
Videos	6	9	7	0	10

68.2
Viewing Hours

Instagram Analytics



Quarterly Instagram Reach



	2021	2022	2023	2024	2025
Followers	132	256	363	435	506
Engagements	301	850	1225	14,540	1,285
Reach	3193	4172	9725	15,304	2,031

Email Listserv Analytics



	2021	2022	2023	2024	2025
Subscribers	5996	6595	7034	7,040	7,065
Publications	167	88	91	91	59
Open Rate	33.35%	44.3%	46.5%	46.5%	50.25%

4,504
Click Throughs

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 2026

