



Communicating Effectively:

Social Media for Fisheries Management



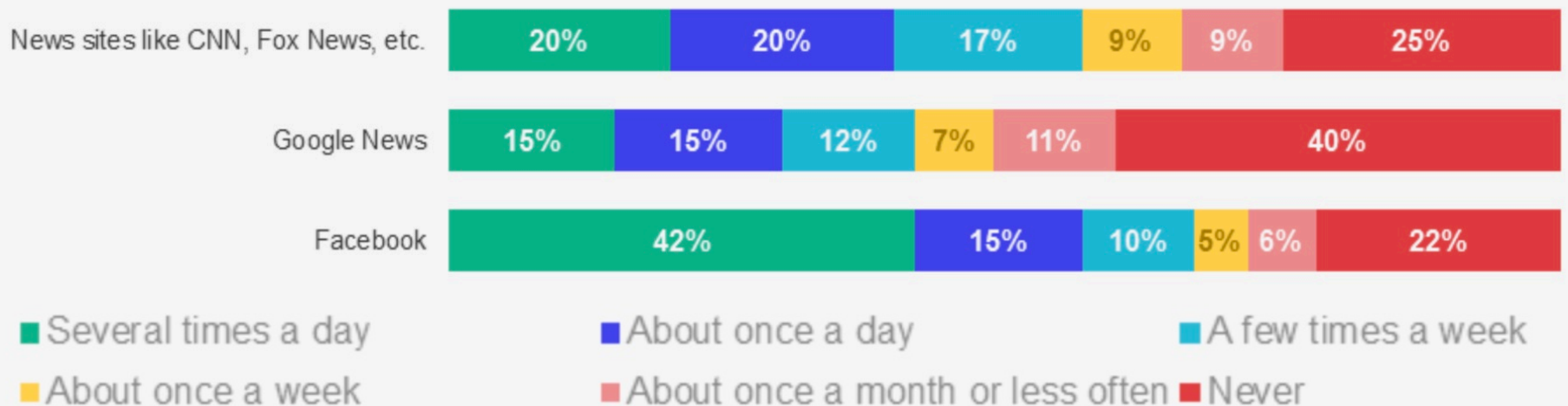
Our Itinerary

- Why Use Social Media?
 - Who uses it?
 - Which platforms are best for Fisheries Management?
- The Gulf Council's Social Media Experience
 - Analytics
 - Best practices
- Lessons Learned/Recommendations



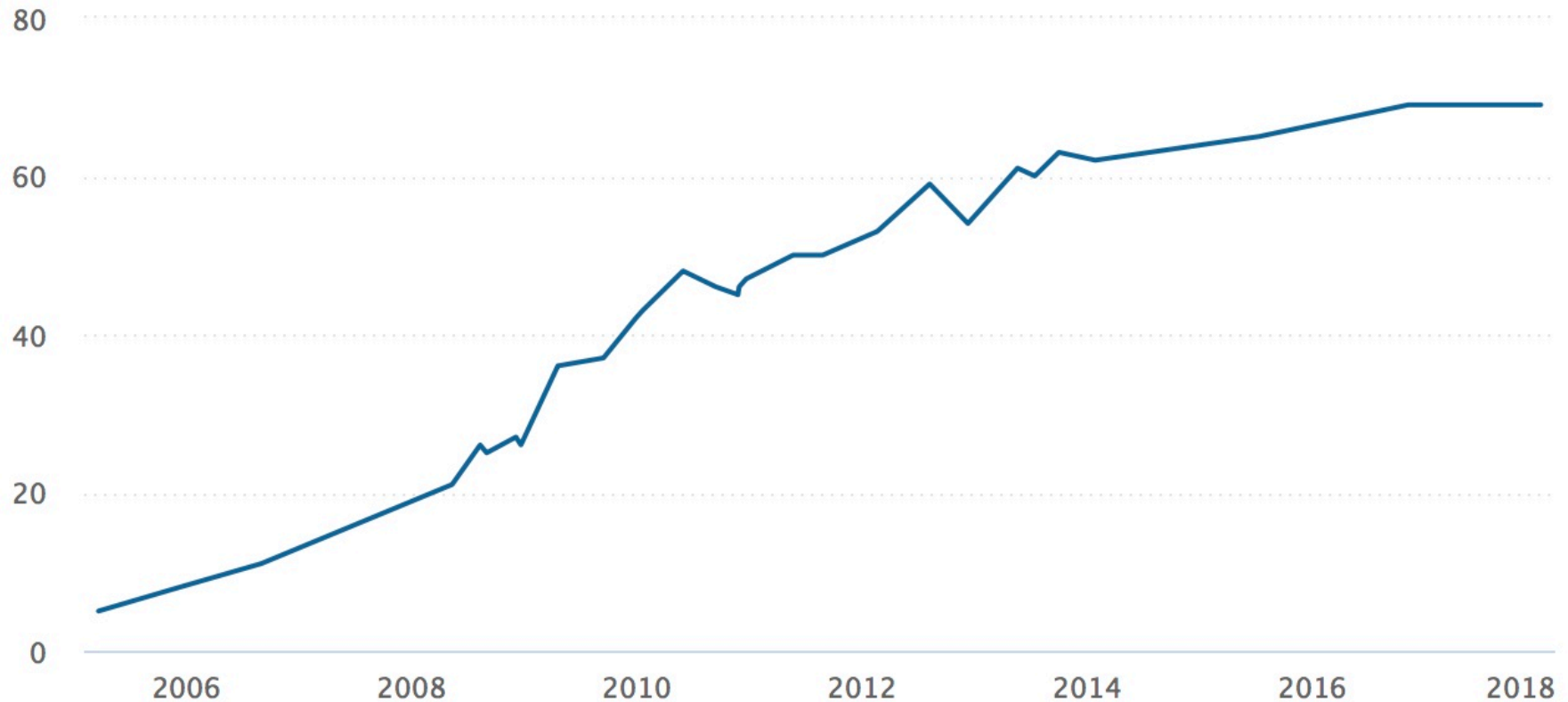
Why is Social Media Useful For Fisheries Management?

- Council communication focuses on three goals:
 1. Education
 2. Involvement
 3. Compliance
- In recent years, social media usage has increased across all demographics.
- Most people access news from social media sites.



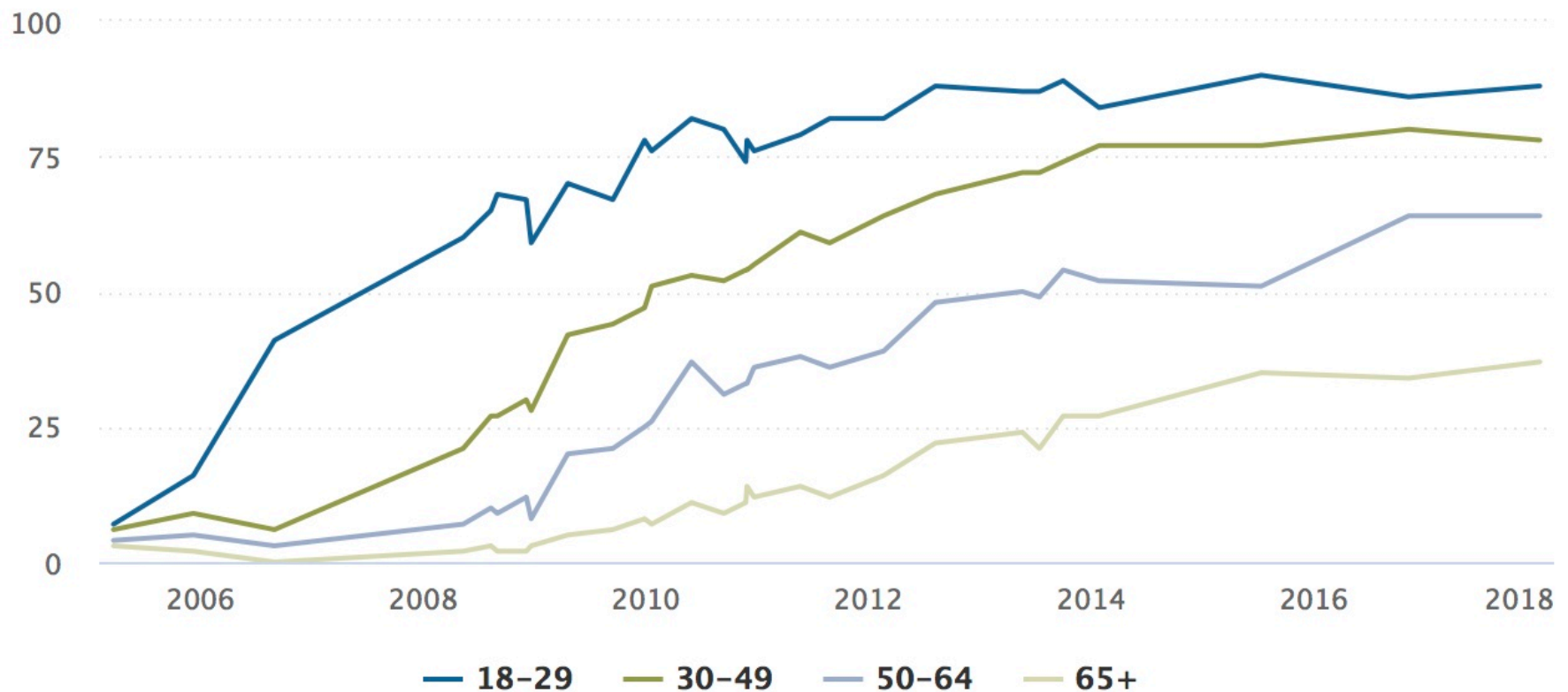
U.S. Social Media Usage

% of U.S. adults who use at least one social media site



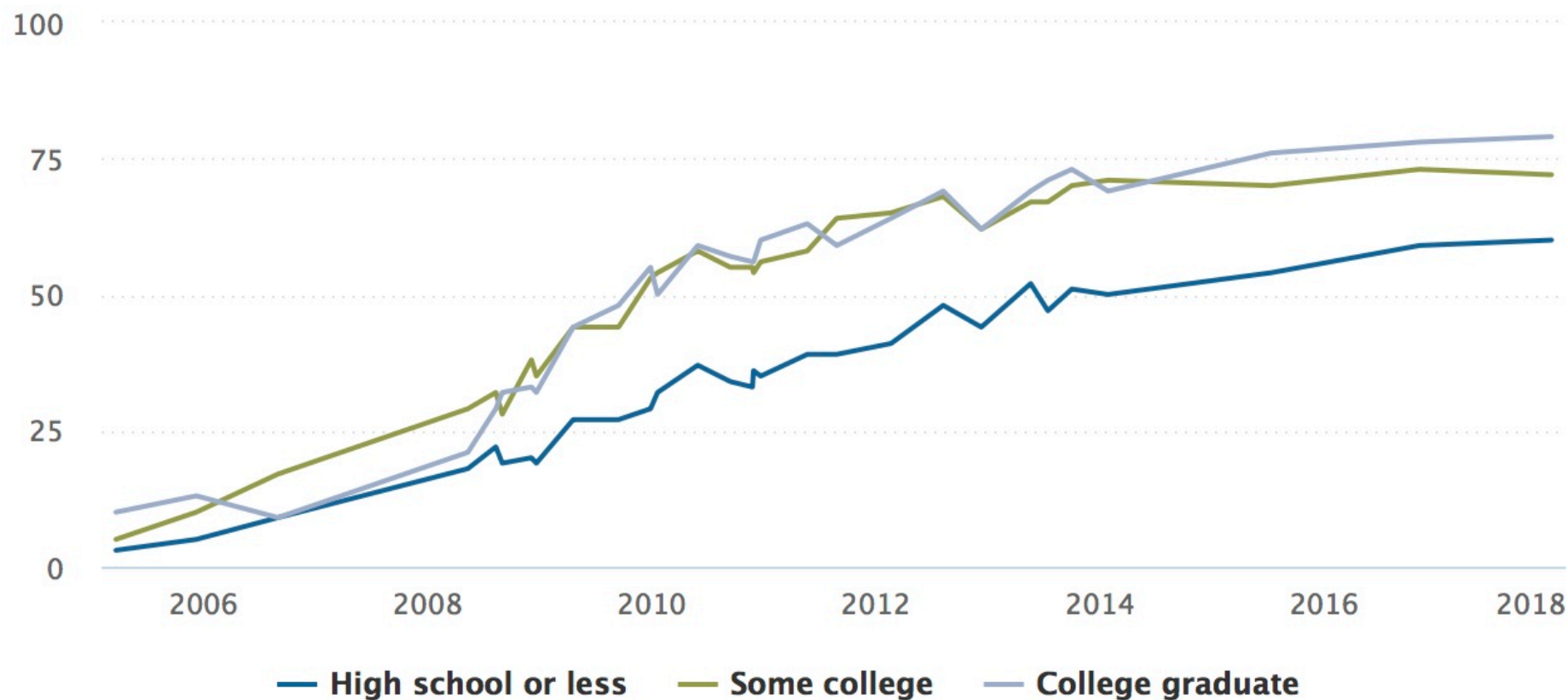
U.S. Social Media Usage

% of U.S. adults who use at least one social media site, by age

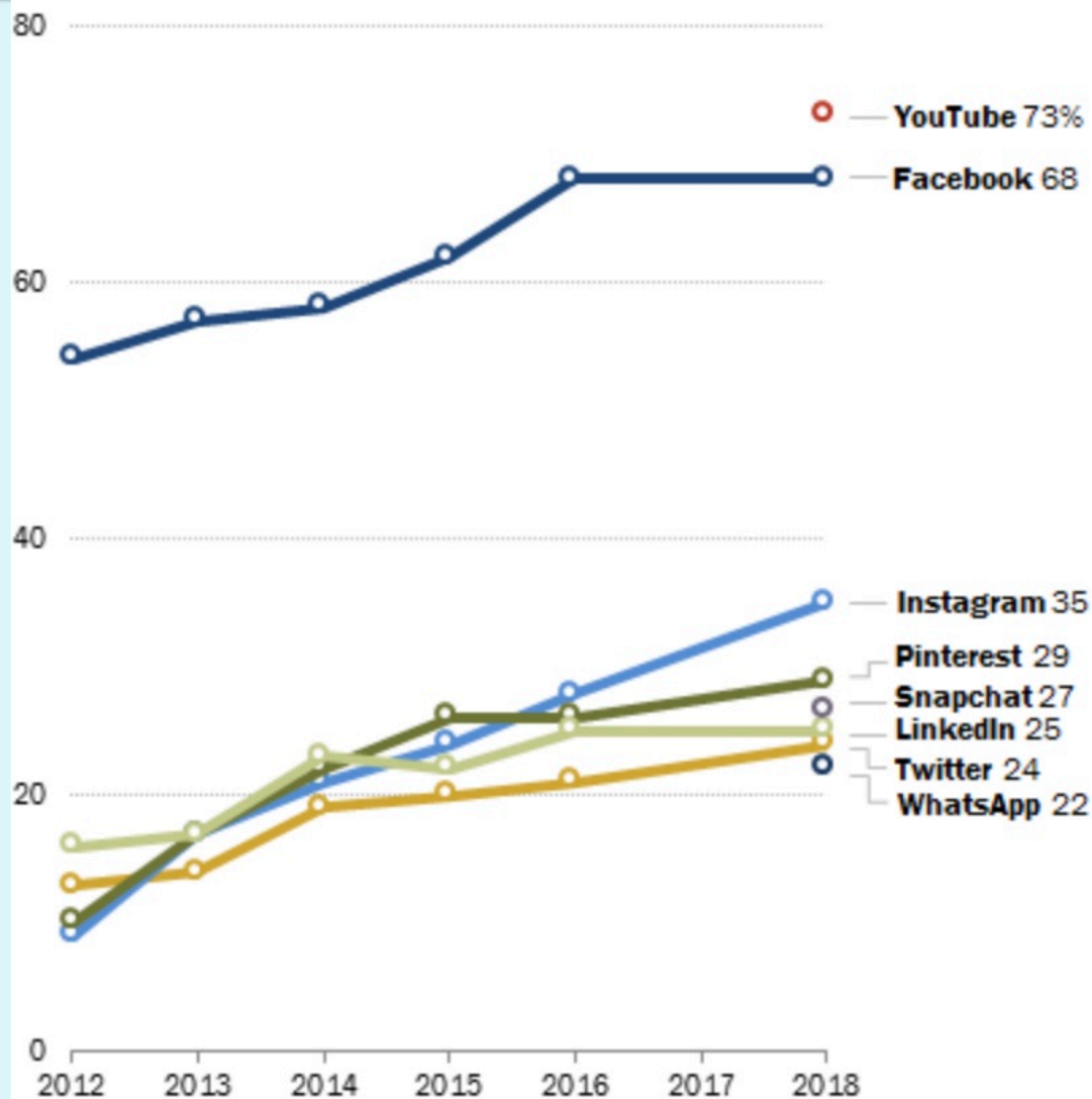


U.S. Social Media Usage

% of U.S. adults who use at least one social media site, by education level



Usage of Different Social Media Platforms



A majority of social media users use YouTube and Facebook

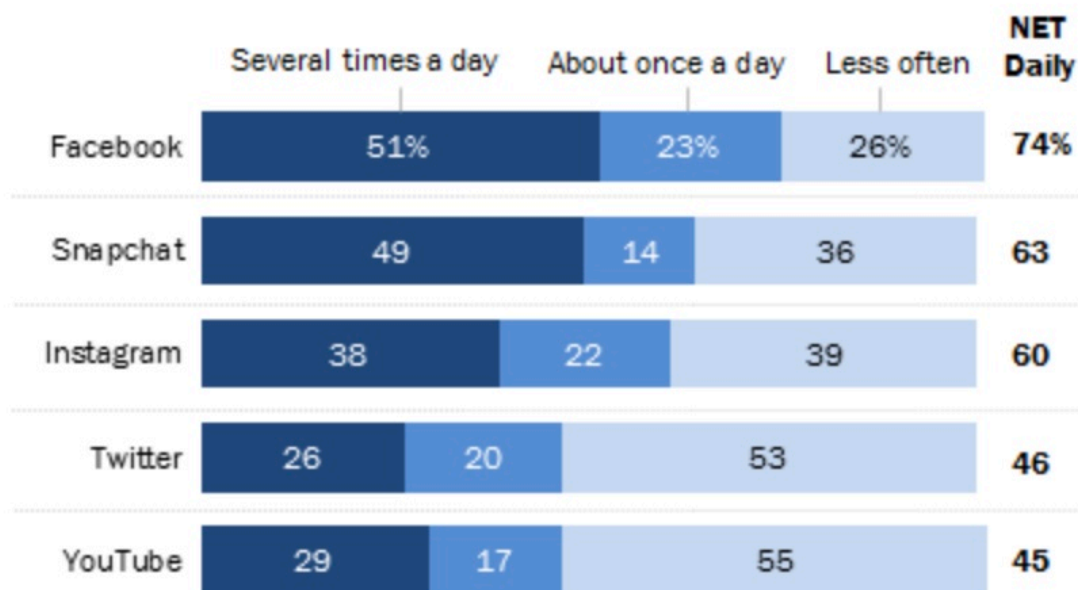
-Pew Research Center



Frequency of Social Media Usage

A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis

Among U.S. adults who say they use ___, the % who use each site ...



Note: Respondents who did not give answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.

Source: Survey conducted Jan. 3-10, 2018.

"Social Media Use in 2018"

PEW RESEARCH CENTER

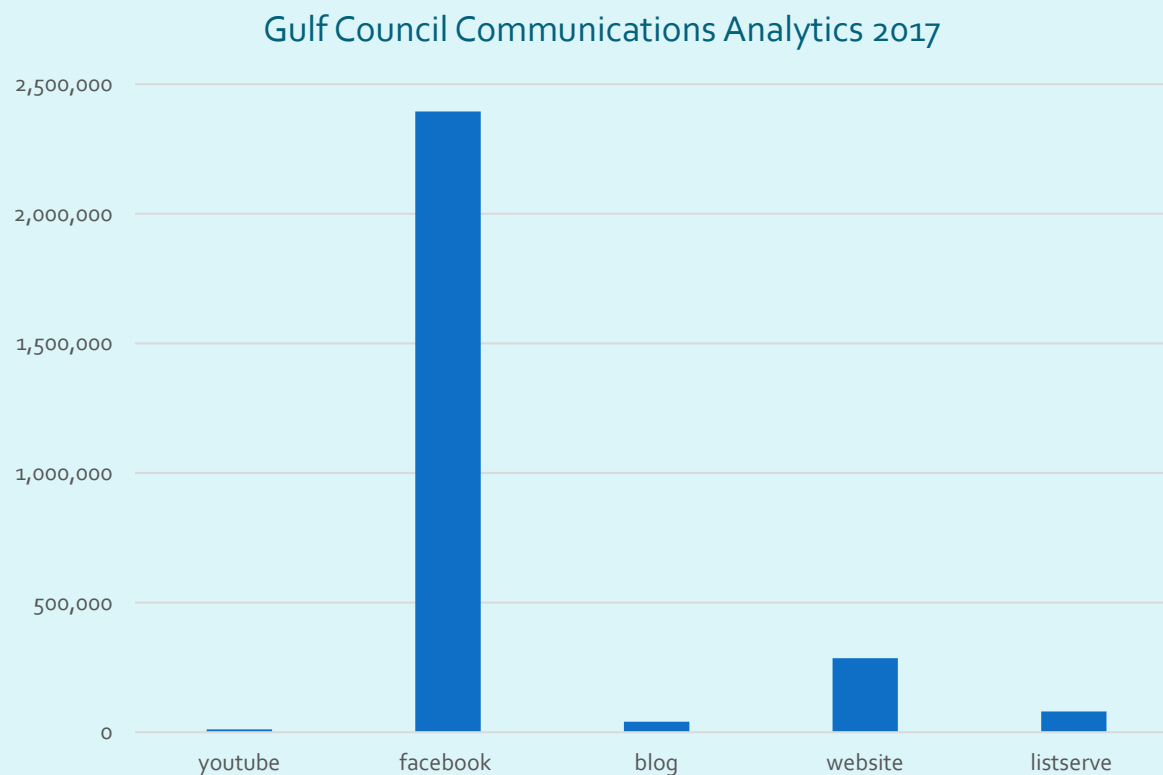
-Pew Research Center



Social Media Platforms For Fishery Management

	Facebook	Twitter	Instagram	YouTube	Blogs
Benefits	<ul style="list-style-type: none"> • Dialogue • Document sharing • Relationship building • Widespread audience • Analytics • Links to action 	<ul style="list-style-type: none"> • Media audience • Dialogue • Links to action 	<ul style="list-style-type: none"> • Fastest growing • Young audience 	<ul style="list-style-type: none"> • Digestible • Embeddable • Most popular social media medium 	<ul style="list-style-type: none"> • Large content • Links to action • Sharable content
Challenges	<ul style="list-style-type: none"> • Monitoring • Character limitations • Government policy • Not record 	<ul style="list-style-type: none"> • Fishing audience • Character limitations • Not record 	<ul style="list-style-type: none"> • Photo-based • Non-conversational • Non-informational 	<ul style="list-style-type: none"> • Steep learning curve • No dialogue 	<ul style="list-style-type: none"> • Small audience • Not stand-alone • No dialogue
Gulf Council Use	Active	In-active	None	Active	Active

Comparative Analytics



Youtube Video Views

11,095

Facebook Impressions

2,394,837

Blog Reads

40,764

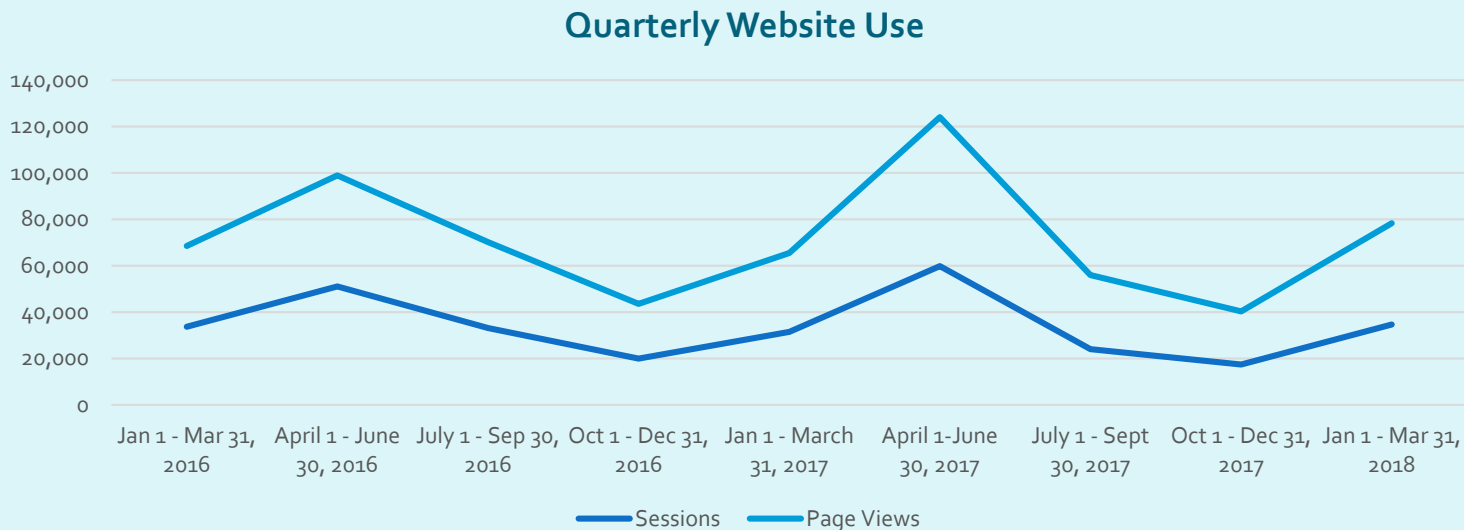
Website Page Views

285,806

Email Listerve Opens

80,047

Traditional Communications Analytics: Gulf Council Website



	2015	2016	2017	2018
1st Quarter Sessions	27,827	33,707	31,534	34,657
Annual Sessions	114,837	137,993	132,878	N/A
1st Quarter Page Views	61,217	68,524	65,508	78,343
Annual Page Views	353,646	281,155	285,806	N/A

Traditional Communications Analytics: Gulf Council Email Listserve

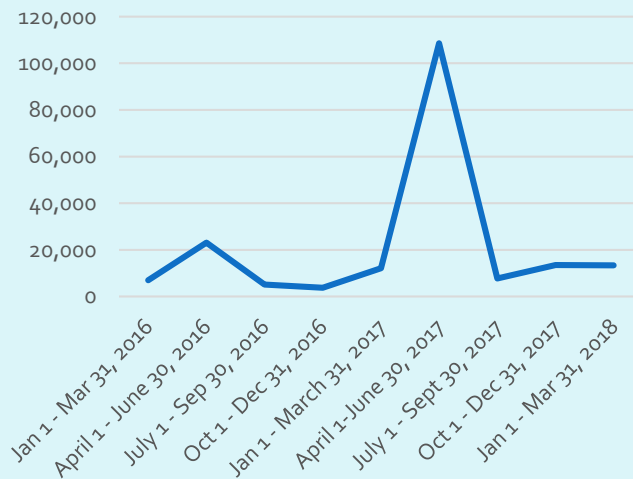


	2015	2016	2017	2018 YTD
Subscribers	3,609	3,511	4,011	4,162
Publications	89	89	69	20
Open Rate	36.33%	33.37%	35.79%	32.22%
Unique Opens	78,888	79,288	80,047	40,816

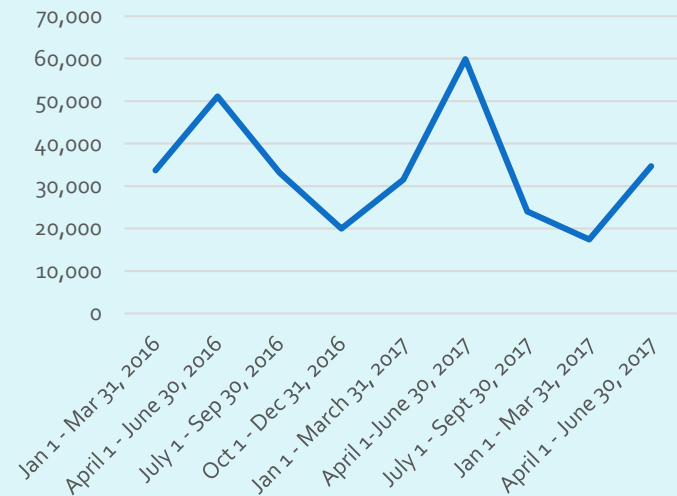
Social Media Analytics: Gulf Council Facebook

	2015	2016	2017	YTD 2018
Followers	4,914	6,221	8,709	8,911
Engagements	30,015	39,006	141,921	13,352
Impressions	520,488	471,135	2,394,828	218,241

Facebook Engagements



Facebook Impressions



How to use Facebook

What to post:

- Meeting notices
- Regulation changes
- Issues up for public comment
- Relevant articles
- Fish facts
- Links to Council materials

Effort vs. Outcome

- Daily+ staff commitment
- Highest trafficked Council communication methodology

Tricks of the trade:

- Take advantage of Facebook's newsfeed algorithm "EdgeRank"
- Use a content management program
- Clearly outline the rules of engagement and purpose of your page
- Remove unproductive comments
- Track abusive users
- Share your analytics



Facebook: Good, Bad, Ugly



Gulf of Mexico Fishery Management Council

Published by Emily Muehlstein Lumsden [?] · April 17 at 3:09pm · 🌐

The federally permitted for-hire season will be open June 1 - July 21. NOAA Fisheries has issued exempted fishing permits which allow each of the five Gulf States to set their own season for private recreational red snapper fishing in state and federal waters during 2018 and 2019.

o Florida, please call 850-487-0554

o Alabama, please go to

<http://www.outdooralabama.com/saltw.../exempted-fishing-permit>

o Mississippi, please call 228-374-5000 or go to <http://dmr.ms.gov/.../con.../c...> See More



👤 84,207 people reached

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Like



Comment



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👍❤️😄 Norm Blackwell, Savanna Lynn Fish and 281 others

Oldest ▼

480 Shares

Good



Allen Scott What's it going to look like for Louisiana

Like · Reply · Message · 4w



Gulf of Mexico Fishery Management Council LA will likely determine their season at the next commission meeting on May 3rd

Like · Reply · Commented on by Emily Muehlstein Lumsden [?] · 4w



Allen Scott Gulf of Mexico Fishery Management Council sweet thanks

Like · Reply · Message · 4w



Bad



Tanner Persac Interesting to see what they aren't telling us this time.

Like · Reply · Message · 4w



Mike Smyth It's a dog and pony show! 👍 2

Like · Reply · Message · 4w

Ugly



Frankie Bowen Why does it take them so long to set the season? People are trying to schedule their vacations around snapper season and don't when that is. Hurry up already and announce the season. Have some consideration!!!

Like · Reply · Message · 4w



Now this is only visible to the person who wrote it and their friends.

Unhide · Delete · Report · Ban William Baker



Jesse Landry The'll prolly f [redacted] us

Unhide · 4w

Facebook Workflow



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Gulf of Mexico Fishery Management Council

Published by Camilla Shireman [?] · May 8 at 9:32am · 🌐

NOAA Fisheries announces federal waters from 9 to 200 nautical miles off Texas will close to shrimp trawling on May 15, 2018, corresponding to the time Texas closes its state waters to shrimp trawling. The shrimp fishery is closed annually off Texas to allow brown shrimp to reach a larger and more valuable size prior to harvest, and to prevent waste of brown shrimp that might otherwise be discarded due to their small size. For detailed information go to <http://gulfcouncil.org.../federal-waters-off-texas-close-sh.../>



👤 4,478 people reached

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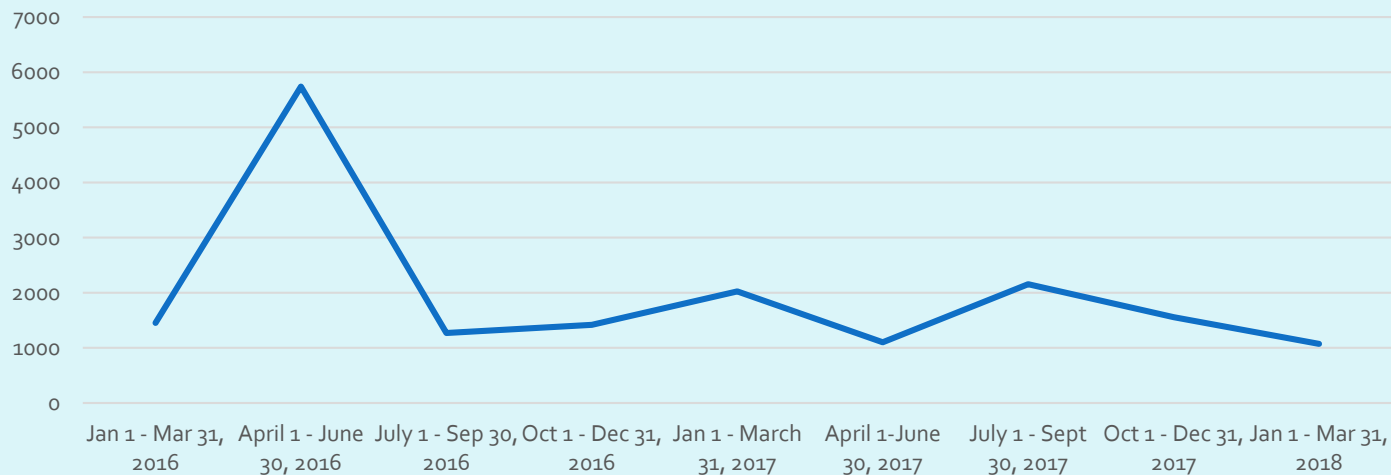
👍❤️ William Schnabl, Claudine Chancy Horn and 12 others

Oldest ▾

6 Shares

Social Media Analytics: Gulf Council YouTube


Quarterly Video Views



	2015	2016	2017	YTD 2018
Total Views	7,655	7,216	11,095	2,639
Video Views	2,792	604	1,684	0
Videos	10	7	12	0

How to use YouTube

What to post

- Public hearing and Scoping videos
 - Educational videos
 - Tutorials
- 

Effort vs. Outcome

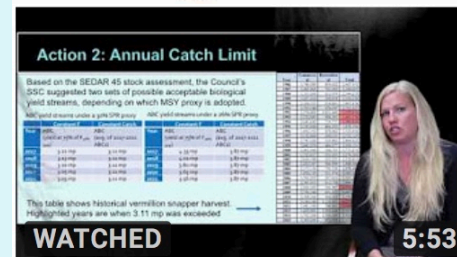
- Steep learning curve
- Little maintenance
- Emersion learning

Tricks of the trade

- Keep it short
- In-house production
- Turn off comments



Gulf Council
91 subscribers



Vermillion Snapper MSY and ACL

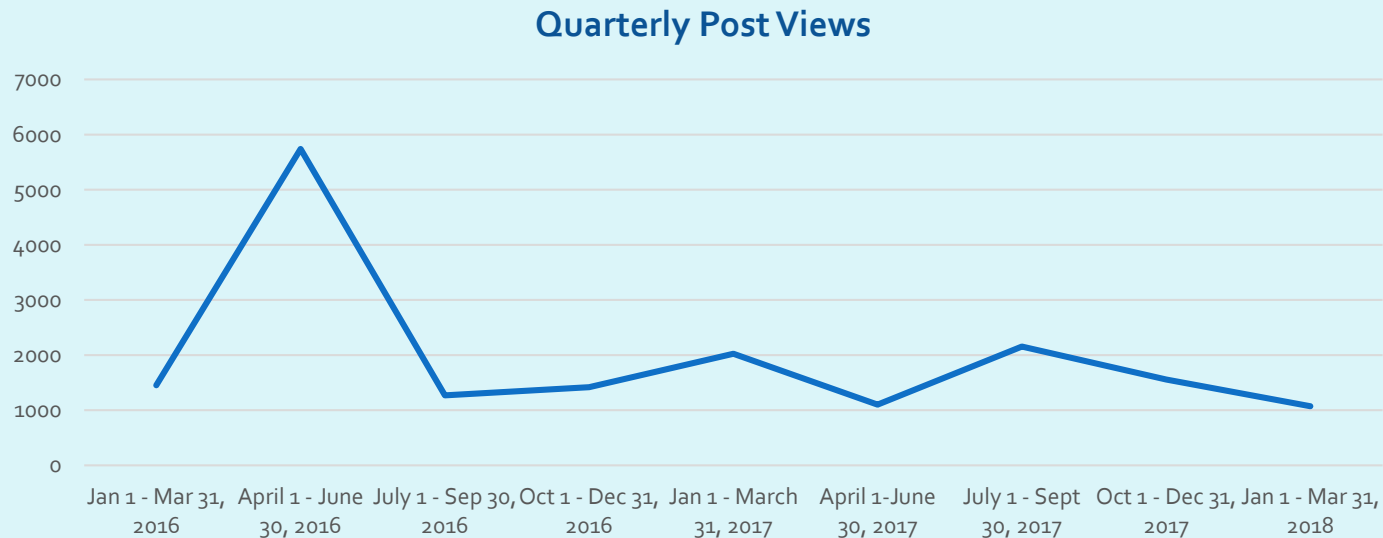
904 views • 11 months ago



Spiny Lobster Regulatory Amendment 4

47 views • 1 year ago

Social Media Analytics: Gulf Council's *Gulf Currents* Blog



	2015	2016	2017	YTD 2018
Page Views	15,481	49,992	40,764	2,639
Post Views	4,635	9,881	6,836	1,073
Posts	6	12	7	3

How to Use Blogs

What to Post?

- Original content
- Council meeting previews
- Council member bio's/interviews
- Articles that address common questions
- Special Council efforts

Effort vs. Outcome

- Requires generation of content
- Content shared across all platforms

Tricks of the Trade

- Make it pretty
- Write articles to answer frequently asked questions



Lessons Learned / Recommendations

- A majority of people use social media across all measured demographics
- People who use social media use it as their primary source of news
- As communicators we should make every attempt to reach people where they're accessing information
- There are pitfalls to social media use, but in the case of the Gulf Council, it's proven to be worth the effort.



Questions?

