



# **SAFMC Citizen Science Program**

## ***Outreach & Engagement Strategies***

Citizen Science Projects Advisory Committee

Nov 2020



# Citizen Science Social Media



- Branded posts started with April 2020 Citizen Science Month
- Posts publish every Friday - #CitSciFri
- Topics covered
  - Program activities & special events
  - Project info & updates
  - Volunteer highlights
  - External projects



# Social Media Published Examples

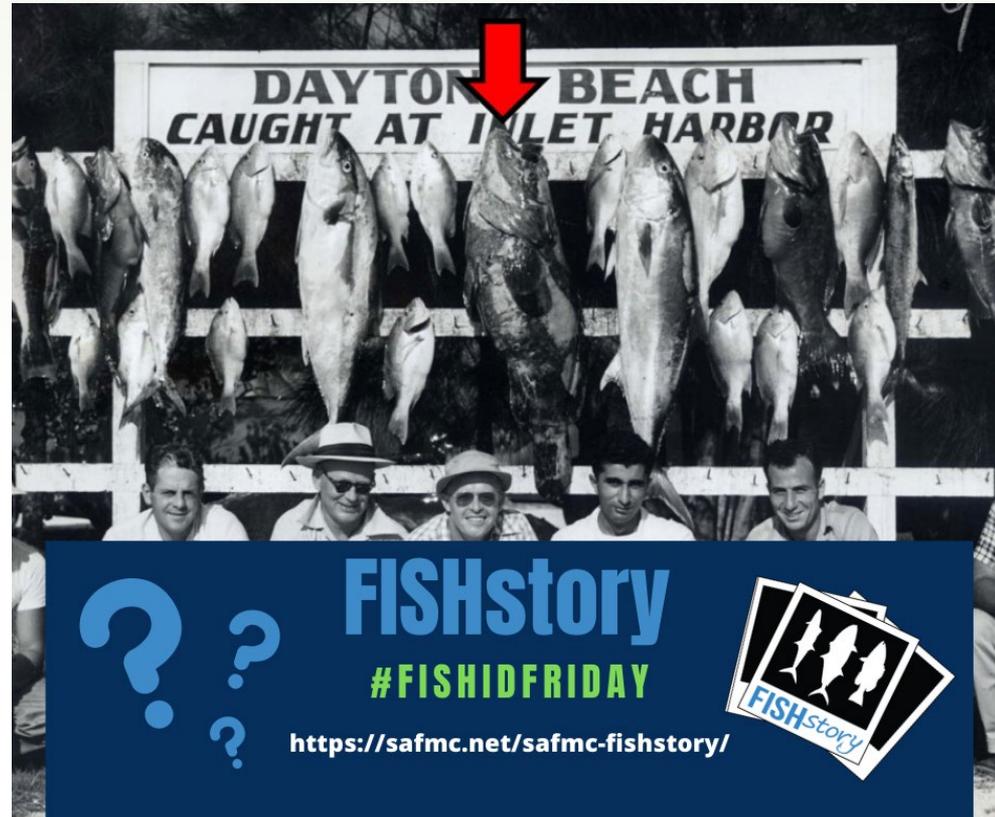
July 3, 2020: FISHstory Project #FishIDFriday

For today's [#FishIDFriday](#) check out the historic photo below from the [#FISHstory](#) project. Identifying fish in these historic black and white photos can be challenging. Can you identify the fish under the arrow? Let us know what species it is and what clues you used to identify it.

If you liked this identification challenge, check out [#FISHstory](#) project on [Zooniverse](#) where you can become a citizen scientist and help identify more fish in these historic for-hire fishing photos!

To learn more about the project, visit <https://safmc.net/safmc-fishstory/>

Photo Credit: Rusty Hudson  
[#CitSciFri](#) [#FISHstory](#) [#Zooniverse](#)



# Social Media Published Examples

September 11, 2020: Volunteer Highlight – Michelle Duval

For today's [#CitSciFri](#) we are highlighting Michelle Duval, one of our Citizen Science Operations Committee Members. Michelle played a crucial role in the development of the [#SAFMC's](#) Citizen Science Program and she continues to provide valuable feedback as the program evolves.

Michelle relocated to Pennsylvania in June 2018 where she is currently an independent consultant, working on fisheries policy development, strategic planning, and stakeholder outreach. Prior to that, she spent ten years with the NC Division of Marine Fisheries and was the agency designee on the South Atlantic Council. During that time, she was privileged to serve as Council Chair as well as Snapper Grouper Committee Chair.

When asked about the growth of the SAFMC's Citizen Science Program Michelle reflected "It has been incredibly gratifying to see the program grow from an idea that came out of the snapper grouper visioning port meetings to a fully-fledged program that is actually producing data!"

"I hope that the program becomes the first stop for scientists and researchers in the region looking for creative and cost-effective ways to harness the 'power of the people' to fill data gaps. I'd also love to see the Council's Citizen Science Program be the model for other councils considering similar efforts down the road."

Thank you, Michelle!

[#CitSciFri](#), [#CitizenScience](#)



**SAFMC  
CITIZEN SCIENCE  
PROGRAM**

**#CitSciFri**

**Michelle Duval  
Citizen Science Operations  
Committee**

<https://safmc.net/citizen-science-program/>



# Citizen Science Corner Articles

## Citizen Science Corner



### Celebrating Citizen Science Month

Each year, Global Citizen Science Month is celebrated in April. See how this celebration has grown and how the Council's Citizen Science Program became a part of this annual celebration for the first time - highlighting its volunteers, partners, and activities, including the newly launched FISHstory pilot project! [Learn More](#)

## Citizen Science Corner



### Interest Growing in the Citizen Science Program's SAFMC Release Mobile App

Data collection through the SAFMC Scamp Release mobile app, the Council's initial Citizen Science pilot project, continues. See how other agencies plan to utilize the app's design to collect fisheries data as interest in the project expands. [Learn More](#) - and see how you can get involved!

## Citizen Science Corner



### FISHstory Launches to a Great Response

The Council's latest Citizen Science project, FISHstory, officially launched in May and now has over 1,100 volunteers and counting! Participants are asked to help identify species of fish and other details from historical photos dating back to the 1940s. [Learn More](#) and see how you can help!

- Articles in quarterly Council newsletter
- Started Fall 2018
- Topics covered
  - Program activities
  - Project updates
  - Special events & campaigns



# Citizen Science Email Updates

- Working to grow email distribution list
- Target to send bi-monthly updates
- Topics covered
  - Project updates
  - Special events
  - Other topics of interest



South Atlantic Fishery Management Council's Citizen Science Program

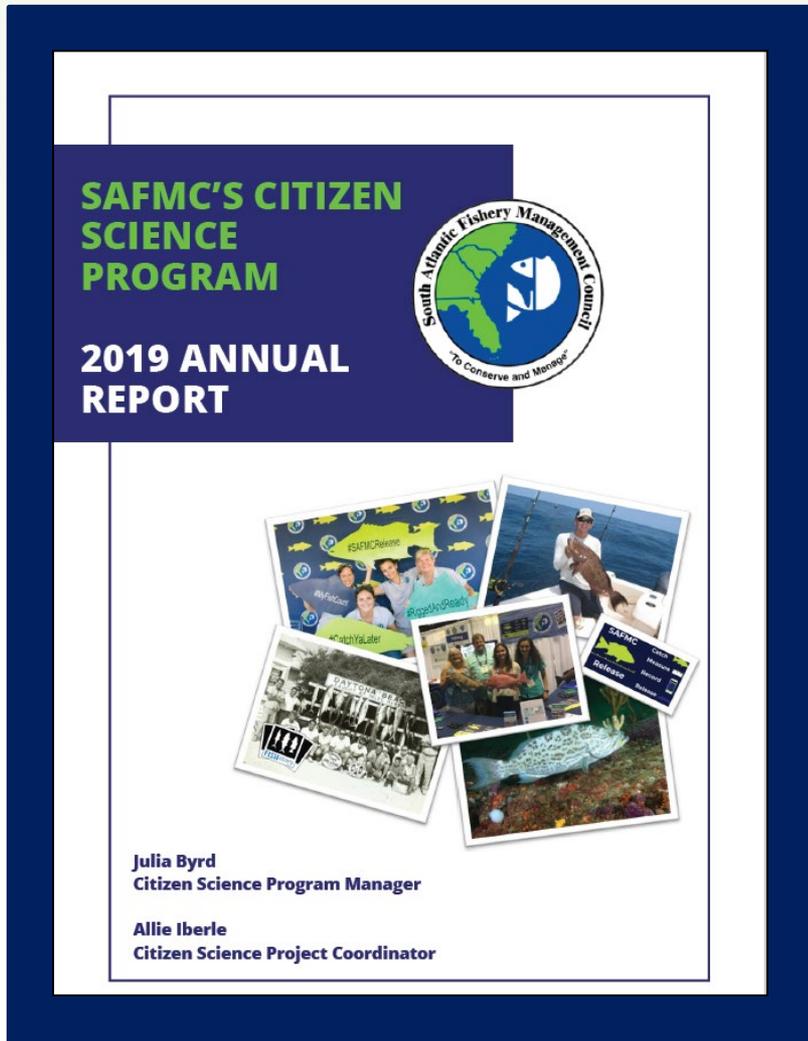


A SAFMC CitSci Project

**Projects Update**



# Citizen Science Program Annual Report

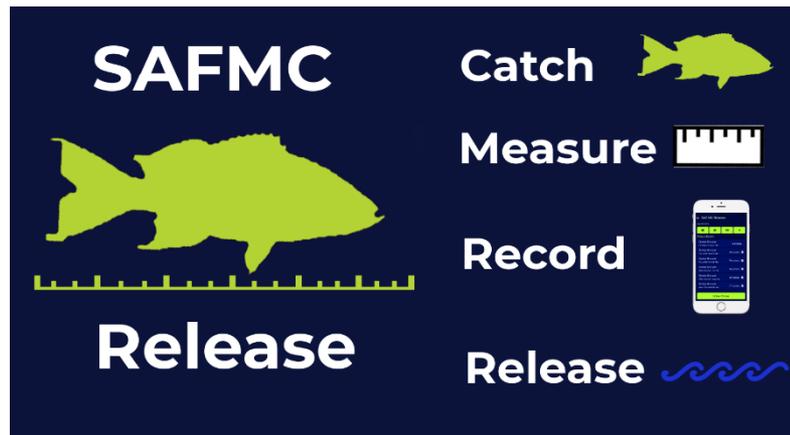


- Distribute each spring
- Report includes
  - Program activity highlights & timeline
  - Project updates
  - Will incorporate output indicators of success



# Project Specific Outreach

- Develop project specific communication plans
- Participant updates
- Project promotional items & incentives



# Discussion Questions

- Is the Council using appropriate platforms to share information about the citizen science program and projects? Are there other methods the Council should consider using?
- Do you think the Citizen Science Program's outreach efforts are reaching fishermen and other stakeholders?
- Is the Council sharing the types of information about the citizen science program that you're interested in hearing about? Are there other topics the Council should consider highlighting?

