# SAFMC Citizen Science Social Media Strategy

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**Outreach & Communications Advisory Panel**
**October 2020**

# Strategy Overview

- **Started with April 2020 Citizen Science Month**
- Strategy Goals:
  - Distinguish citizen science posts from other Council Posts through branding
  - Increase engagement
  - Highlight volunteer participation
- Posts published every Friday (#CitSciFri)

# Branding

- **Three different templates for all posts**
- **Content topics:**
  - **Program & project highlights**
  - **Special events (e.g. AFS Symposia)**
  - **Volunteer highlights (~once per month)**
  - **External projects (~once per month; un-branded)**
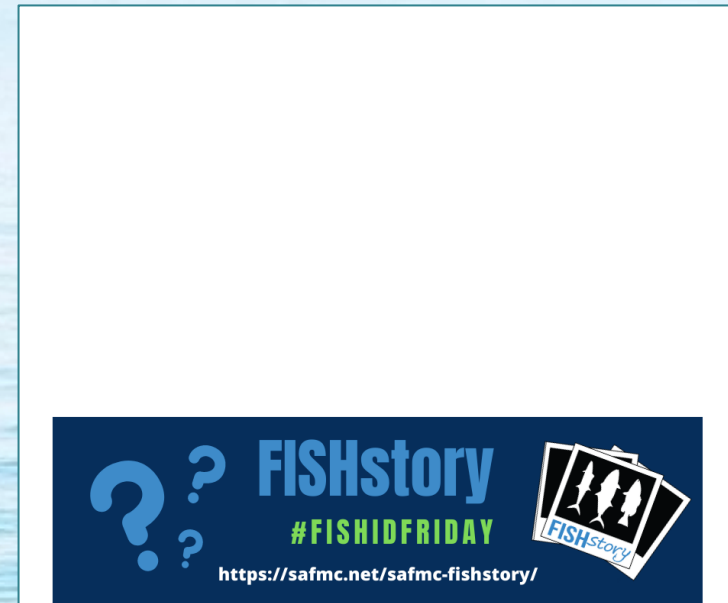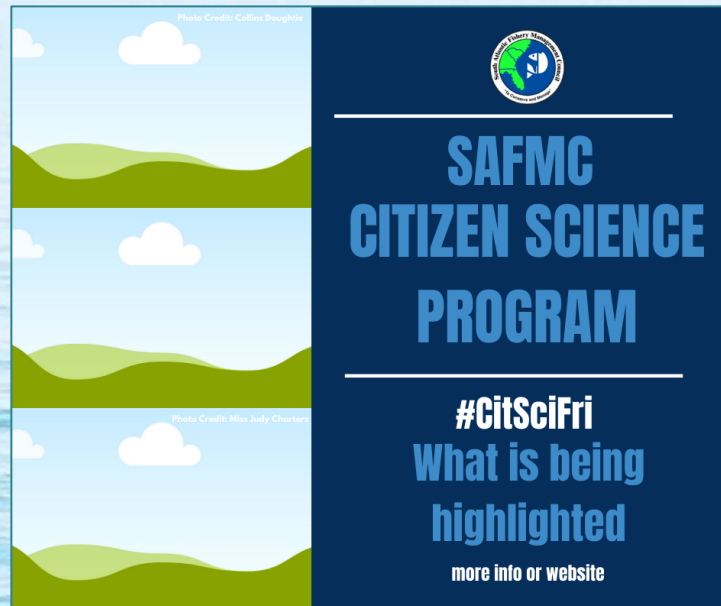
# Published Examples

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 the **#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/**

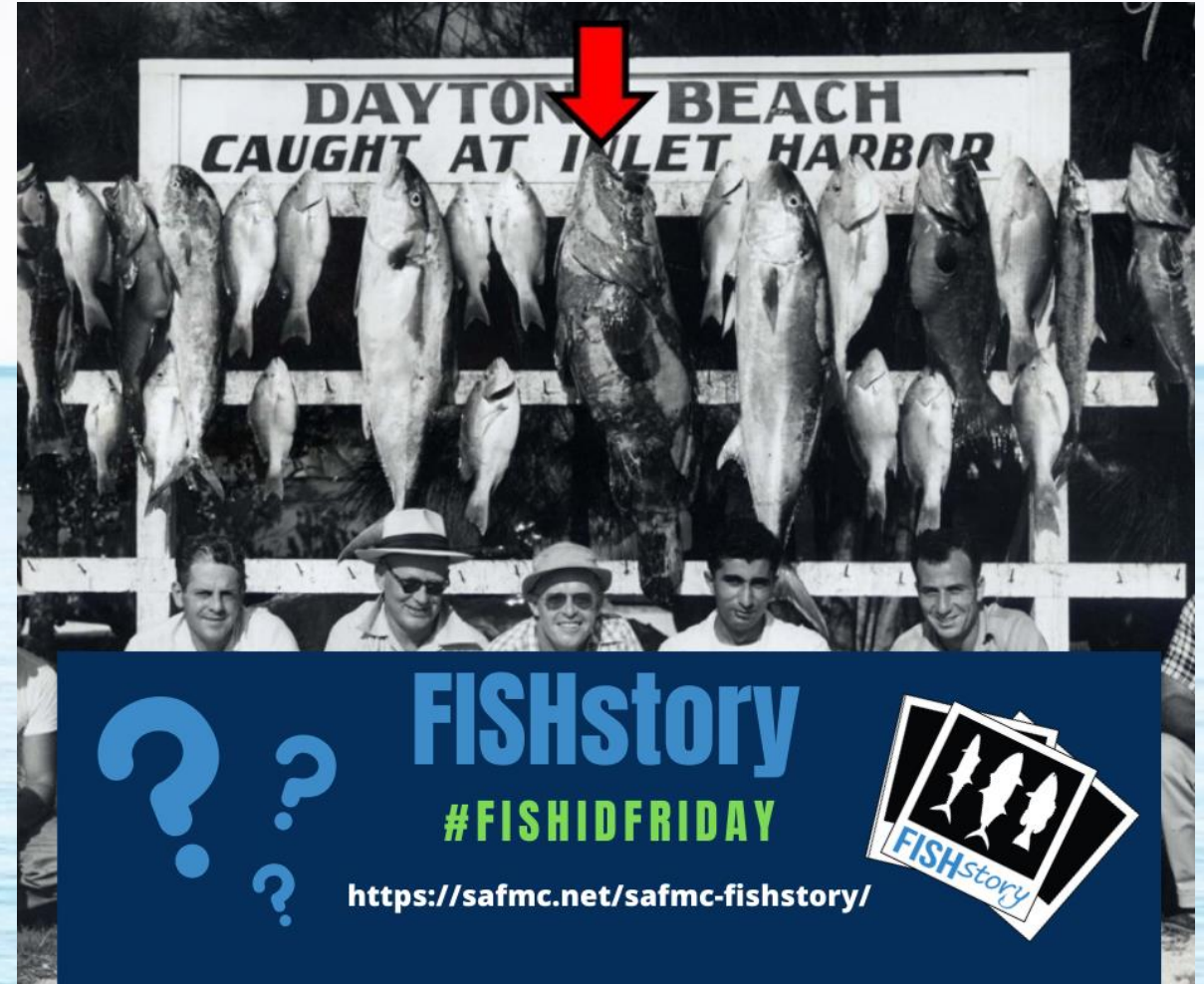Photo Credit: Rusty Hudson
**#CitSciFri #FISHstory #Zooniverse**
**South Carolina Department of Natural Resources  Georgia**
**Department of Natural Resources - Georgia DNR**
**NOAA Fisheries Service**
**MyFWC Florida Fish and Wildlife**
**NC Dept of Environmental Quality**

# Published Examples

Photo Credit: Collins Doughtie

Photo Credit: Cameron Rhodes

Photo Credit: Miss Judy Charters

SAFMC CITIZEN SCIENCE PROGRAM

#CitSciFri

SAFMC Scamp Release and Best Fishing Practices

https://safmc.net/cit-sci/scamp-release/

Fishermen using the **#SAFMCReleaseApp** are helping gather information on released Scamp Grouper, including depth of release, release condition and whether or not a **#descendingdevice** was used.

Why is this information important? Data like this can help us better estimate the number of released fish that survive. Following **#bestfishingpractices** can help improve the survivorship of released fish, especially for deepwater species that often experience barotrauma.

Adding this information into each release report adds crucial data on the use of these best fishing practices. Want to learn more about SAFMC Scamp Release and get involved? Visit: **https://safmc.net/cit-sci/scamp-release/**

Want to learn more about best fishing practices? Visit SAFMC's resource portal: **https://safmc.net/best-fishing-practices/**

**#CitSciFri #Scamp #SAFMCRelease #bestfishingpractices #bfp**

# Published Examples

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/

# Analytics

- **Facebook analytics reviewed pre (Nov 2019-Mar 2020) and post (Apr 2020 - present) branding**
  - **43% increase** in the average number of accounts reached per post
  - **33% increase** in the average number of shares per post
  - **28% increase** in the average number of likes per post
  - **65% increase** in the average photo views per post
  - **62% decrease** in link click
  - **16% decrease** in total clicks



SAFMC CITIZEN SCIENCE PROGRAM
#CitSciFri
SAFMC Release App Expanding

Photo Credit: Gray's Reef National Marine Scantuary

# Discussion Questions

- Are there other things we should consider as part of our social media strategy?

- What social media strategies does your organization employ?

- What does your organization do to increase and maintain social media engagement?

- Which social media analytic metrics do you think are most informative?

- Have ideas for citizen science posts or projects you want us to highlight? Please send them to **allie.Iberle@safmc.net** & **julia.byrd@safmc.net**

- Can you help us increase engagement by sharing #CitSciFri posts?