

MyFishCount Outreach & Communication Transition Plan

South Atlantic Fishery Management Council

Pre-Transition Plan (September to December):

Talking Points:

- Council staff will develop talking points detailing information about the transition and its benefits for internal use when communicating with media or members of the public about the transition
- Angler Action Foundation will have the opportunity to review the talking points to ensure both organization's approve of the messaging
- Talking points will be made available to all Council staff and Angler Action Foundation staff

News:

- Council Newsletter:
 - Council staff will note the transition in an article or quick blurb in the Council's Fall Newsletter which will publish in November 2020
- MyFishCount Newsletter
 - Council staff will explain the transition in the November Newsletter distributed to MyFishCount users
- Council News Release
 - Council staff will draft a news release to be distributed on December 1, 2020 to explain the transition and its benefits.
 - If Angler Action Foundation is interested, that News Release could be distributed jointly

Communicating with Partners

- Council staff will reach out to companies that participated in MyFishCount incentives to let them know about the transition and provide forwarding contact information
- Companies will be notified in late October or early November, ahead of distribution of MyFishCount's November Newsletter

Social Media

- The transition will be highlighted in at least 1-3 posts on MyFishCount's social media accounts in November after the MyFishCount Newsletter is distributed.
- The Council will share 1-3 of these posts on the Council's social media accounts during November.

Website Content

- Safmc.net:

- The Council's MyFishCount webpage will mention the transition after the MyFishCount November Newsletter is published.
- MyFishCount.com:
 - Council staff will work with administrators of MyFishCount.com to update information about the upcoming transition.

Presentations

- American Fisheries Society (September 23)
- Recreational Fisheries Special Meeting (November 9)

Post-Transition Plan (After December 1, 2020):

Social Media

- The Council will promote the use of MyFishCount at least 1 or 2 times per month on social media by either sharing posts from MyFishCount pages or creating original content.

Website Content

- Safmc.net:
 - The Council's MyFishCount webpage will house information about the history of the project and related reports.
 - The webpage will be updated to indicate that MyFishCount has been transferred to Angler Action Foundation.
 - The page will also include a link to MyFishCount.com.

In-Person Events

- Council staff will continue to verbally promote MyFishCount at in-person events and hand out remaining swag when appropriate
- Council staff may include the MyFishCount logo on swag items relevant to private recreational anglers – Angler Action Foundation will be notified ahead of design approval.