



MyFishCount

And So Do Yours

Make your catch count



MyFishCount Recap

Create your trip, log your catch, and make your catch count.

- Final year of pilot project in response to recreational anglers asking for an opportunity to provide information directly to fishery managers in the South Atlantic
- Log information about fish (both kept and released) to supplement data used to manage our fisheries
- Use MyFishCount as your own personal fishing logbook to discover trends and patterns, which can lead to a better fishing experience

SAFMC Plans

- The council is still considering an electronic reporting requirement for recreational anglers
- MyFishCount will be turned over to the Angler Action Foundation in the fall of 2020
- Details of the transfer to AAF are being finalized

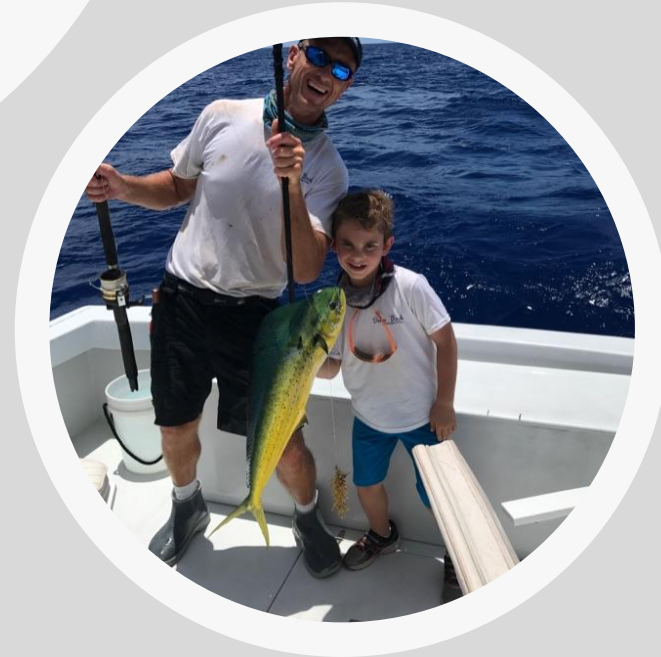




Improvements

Based On Angler Feedback

- Extensive new weather feature
- Weather stamp on trip logs
- Tally screen for catch log
- Streamlined design for logging
- Reminder emails to close trips
- Expanded range to cover the entire state in all 4 states in the South Atlantic



Outreach Since June 2019

- Visits to Large West Marine Stores, Boaters Exchange, Tackle Shops
- ICAST
- GADNR CoastFest
- ASA Sportfishing Industry Summit
- NCWRC Sportfishing Industry Summit
- SCDNR Sportfishing Industry Summit
- SEAFWA
- Visits to fishing clubs
- Interviews on radio shows and podcasts
- RBFF State Marketing Worskshop
- George Poveromo's National Saltwater Seminar Series (4 locations)



Outreach Planning 2019-2020



Information kit



Website update



Facebook page



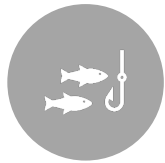
Instagram page



MyFishCount Message
monthly update with
incentives



Training Toolkit/Video
update



Work with states' R3
and other fishing
initiatives



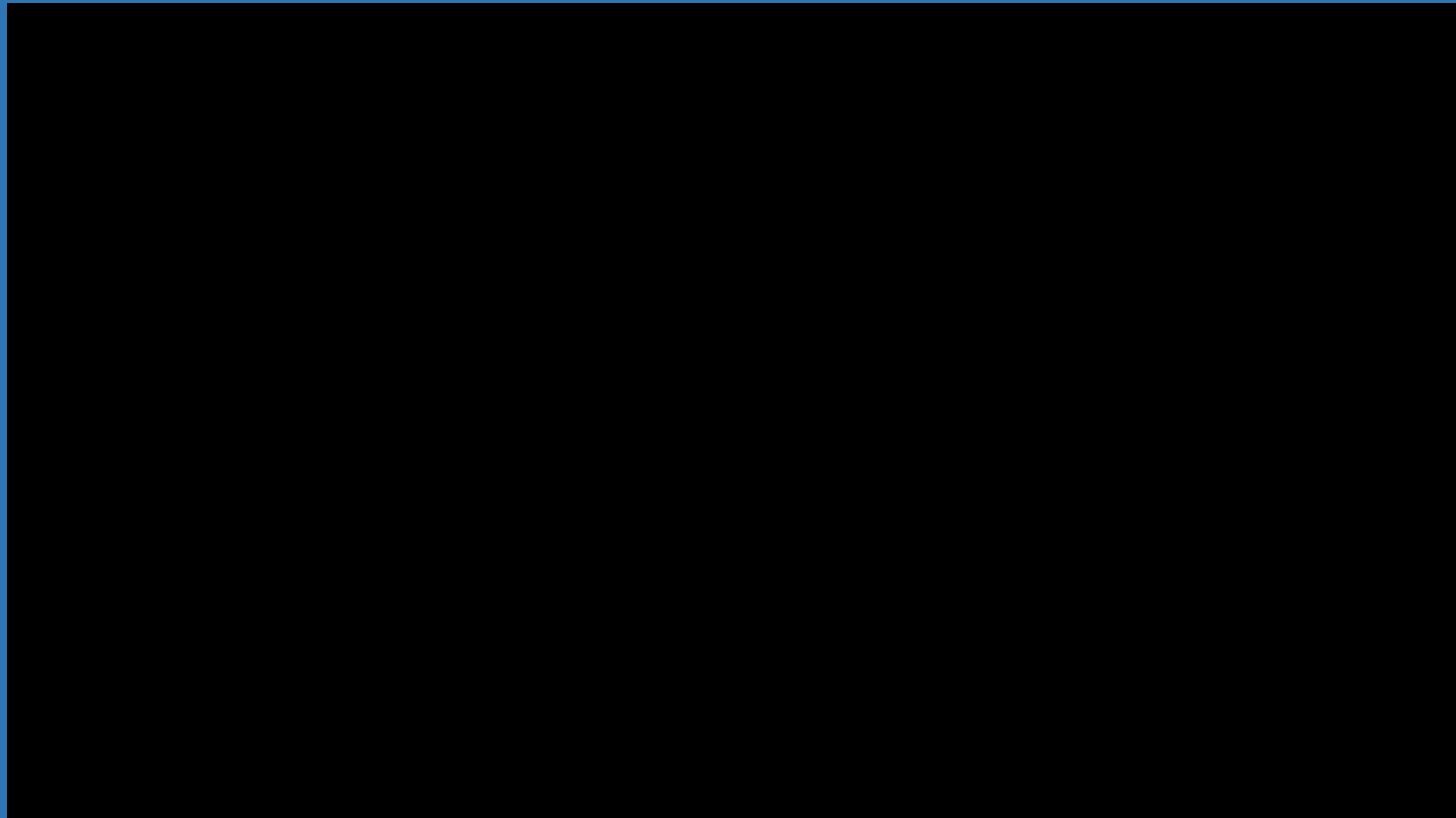
Work with industry
partners



Outreach Events

Information Kit

- Background information
- App “How to”
- High resolution images
- Testimonials, quotes
- FAQ’s
- News articles/features
- Partner opportunities





Make your catch count

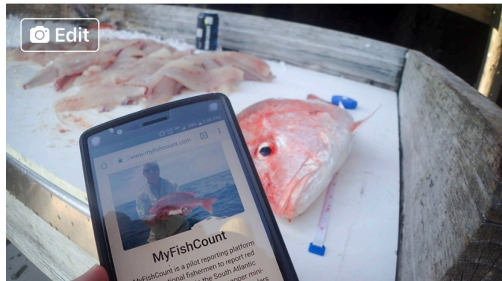
An electronic reporting app and web-portal for recreational anglers in the South Atlantic

[Get Started](#)

[Visit SAFMC website](#)

Website

- Redesigned website
- Testimonials from app users
- Monthly feature-angler, topic, app news
- Updated training video
- Social media feeds



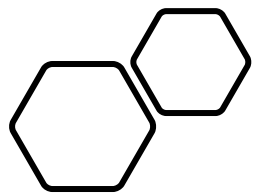
Myfishcount

Add a Button



Social Media

- Facebook page
- Instagram
- Hashtags
- Influencers/Social Media shares
- Incentives from partners



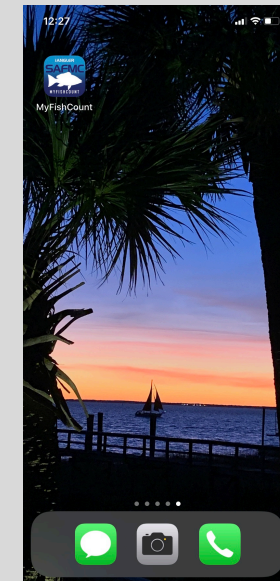
Incentives from Partners

- Gillz Performance Apparel
- Angling Women
- Old Bridge Outfitters
- Salt Water Sportsman Magazine
- Engel Coolers
- ZMan Baits
- Plano



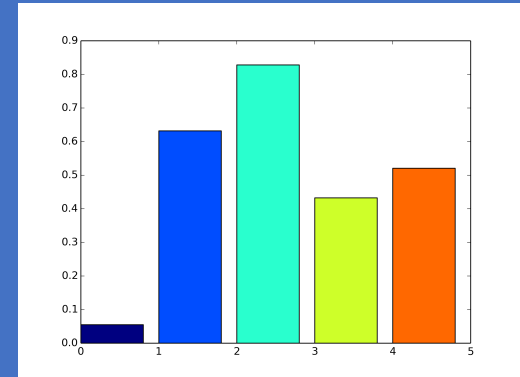
2020 Survey Prep

- Revisited the 2018 survey conducted by Erin Spencer
- MyFishCount team worked together to develop questions that would parallel the 2018 survey to build on her efforts
- Survey will focus on factors affecting recruitment and retention of app users
- Useful findings from the 2018 survey have driven outreach efforts-including anglers being influenced by peers and wanting to participate voluntarily
- We will compare these and other results in the new survey



2020 Survey

- The 2020 survey was distributed in late March of 2020
- Data collected will be analyzed and compare in house
- Survey was distributed via Survey Monkey to all app users who have created a profile
- There was an incentive offered to those who completed the survey



Special Offer for New App Users and Those Who Complete the Survey

**iANGLER
SAFMC**



MYFISHCOUNT

COMPLIMENTARY
3 MONTH SUBSCRIPTION
FOR MYFISHCOUNT APP USERS
WHO COMPLETE OUR SURVEY

- CHECK YOUR EMAIL FOR A SURVEY LINK
- COMPLETE THE SURVEY
- YOU WILL RECEIVE A LINK TO CLAIM YOUR SUBSCRIPTION





NOAA
FISHERIES



How YOU Can Help...

- Download the app and log your catches consistently
- Suggest large fishing specific events for the MFC team to attend
- Recommend fishing industry partners
- Share the information on social media platforms
- Provide any additional input

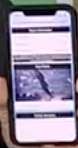


Conserving and managing America's fisheries...



FISHERY
MANAGEMENT
PLANS

Coral
Dolphin Wahoo
Golden Crab
Habitat
Coastal
Migratory
Pelagics
(Mackerel)
Sargassum



**SOUTH ATLANTIC FISHERY
MANAGEMENT COUNCIL**

Conserving and managing America's fisheries from 3 to 200 nautical miles
off the coast of South Carolina, Georgia and Eastern Florida

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Sustainable Fisheries

Public

