



Nick Smillie

Digital Media &
Communications Specialist
nick.smillie@safmc.net



THE SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

Digital Media and Communications Update



Social Media Analytics



Overview



Page and profile visits



Awareness

1

April 27th

Overview



Total Posts: 96



Page likes: 4,379

Followers: 4,400

~ 75% Men

Top city: Jacksonville

Followers: 1,041

~75% Men

Top city: Charleston

Page and profile visits

4,999



↓ 38.2%

462



↓ 29.2%

Views

108,566



↑ 58%

24,625



↑ 100%

Top Posts

April 25-April 26

South Atlantic Fishery Management Council
 Posted by Canva
 Jan 28

Since 1976, the Magnuson-Stevens Act (MSA) has shaped how U.S. fisheries are managed. From extending the management jurisdiction 200 miles offshore to establishing eight U.S. regional fishery management councils, the MSA ensures fisheries are sustainably managed through a transparent and public process. Each council must follow the guidelines outline through the MSA, including 10 National Standards and Rules of Conduct.

Learn more about the MSA and fisheries management in the South Atlantic at fisheries.noaa.gov/topic/laws-policies and safmc.net/about.

Regional Fishery Management Councils

1) Guam; 2) Commonwealth of the Northern Mariana Islands (CNMI); 3) Wake Island; 4) Midway Atoll; 5) Johnston Island; 6) Hawaiian Islands; 7) Palmyra Atoll and Kingman Reef; 8) Jarvis Island; 9) Baker and Howland Islands; 10) American Samoa.

See insights and ads Boost post

21 36 7



Views

8,851

Interactions

66

21

Interactions

Views

836



Reels Friends

southatlanticcouncil

Historic fishing photos offer glimpses into days ...

1970s...

229 · View insights Boost reel

Website Analytics

- 1 Number of Visitors
- 2 Pageviews
- 3 Bounce Rate
- 4 Session Duration

Visitors

Total Users

103,974



Total Sessions

175,716



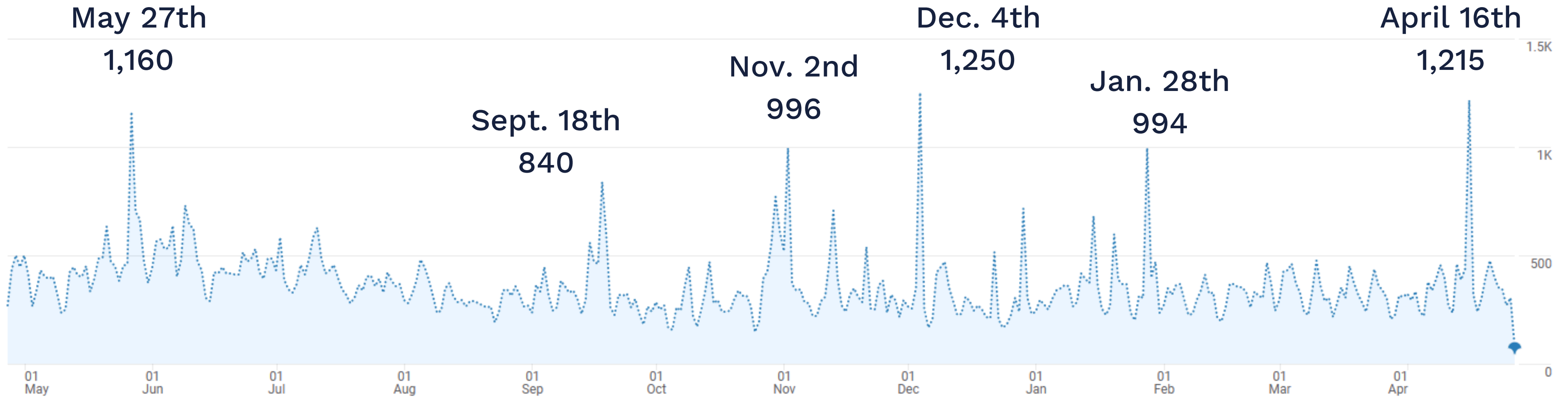
Sessions per User

1.69



Traffic Timeseries

Daily Visitors



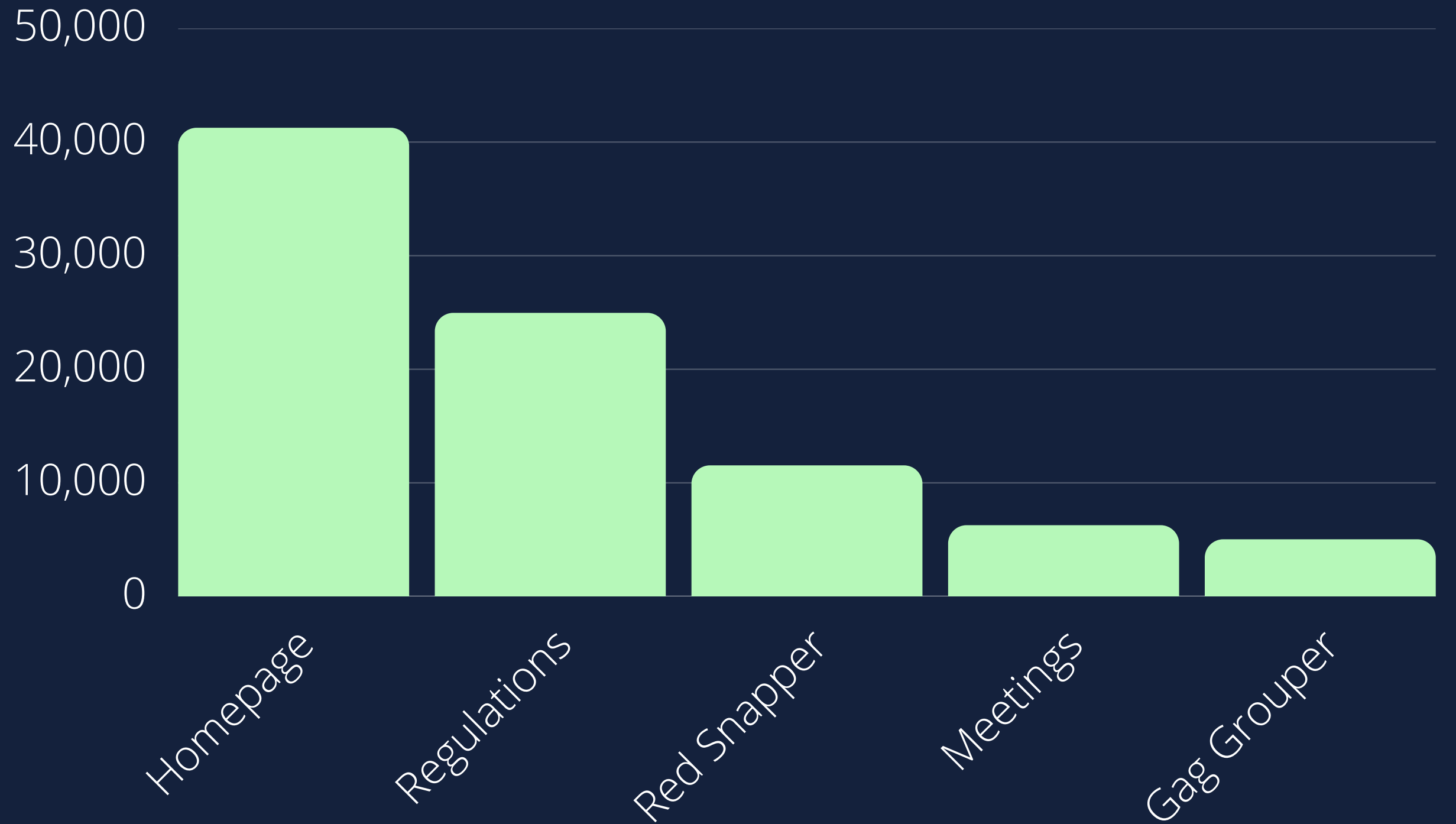
Pageviews

April 25-April 26



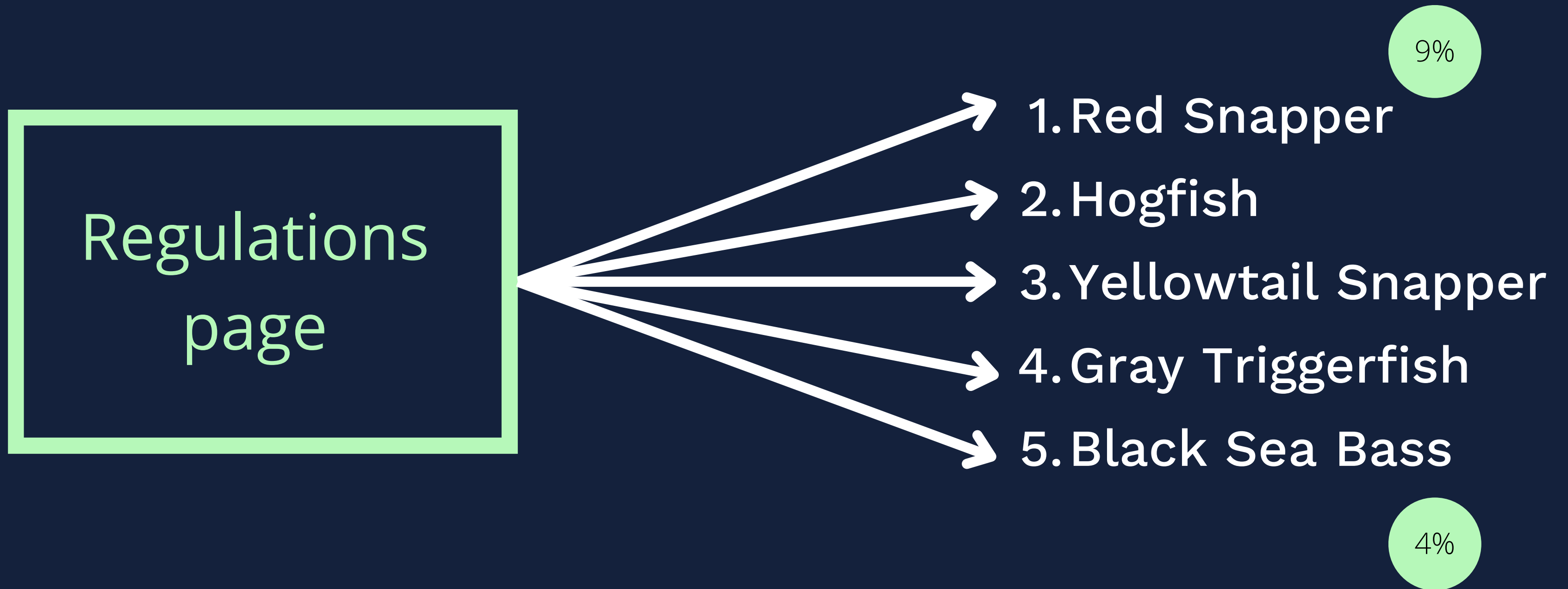
284,822

Total Pageviews



Top 5 pages

Pageview flow



Bounce rate & Session duration



Page	Bounce Rate	Avg. Time on Page
Homepage	31.28%	0:24
Regulations	19.62%	1.21
Red Snapper	35.5%	0:47
Meetings	50.38%	0:40
Gag Grouper	27.77%	0:54

Email Distribution Analytics

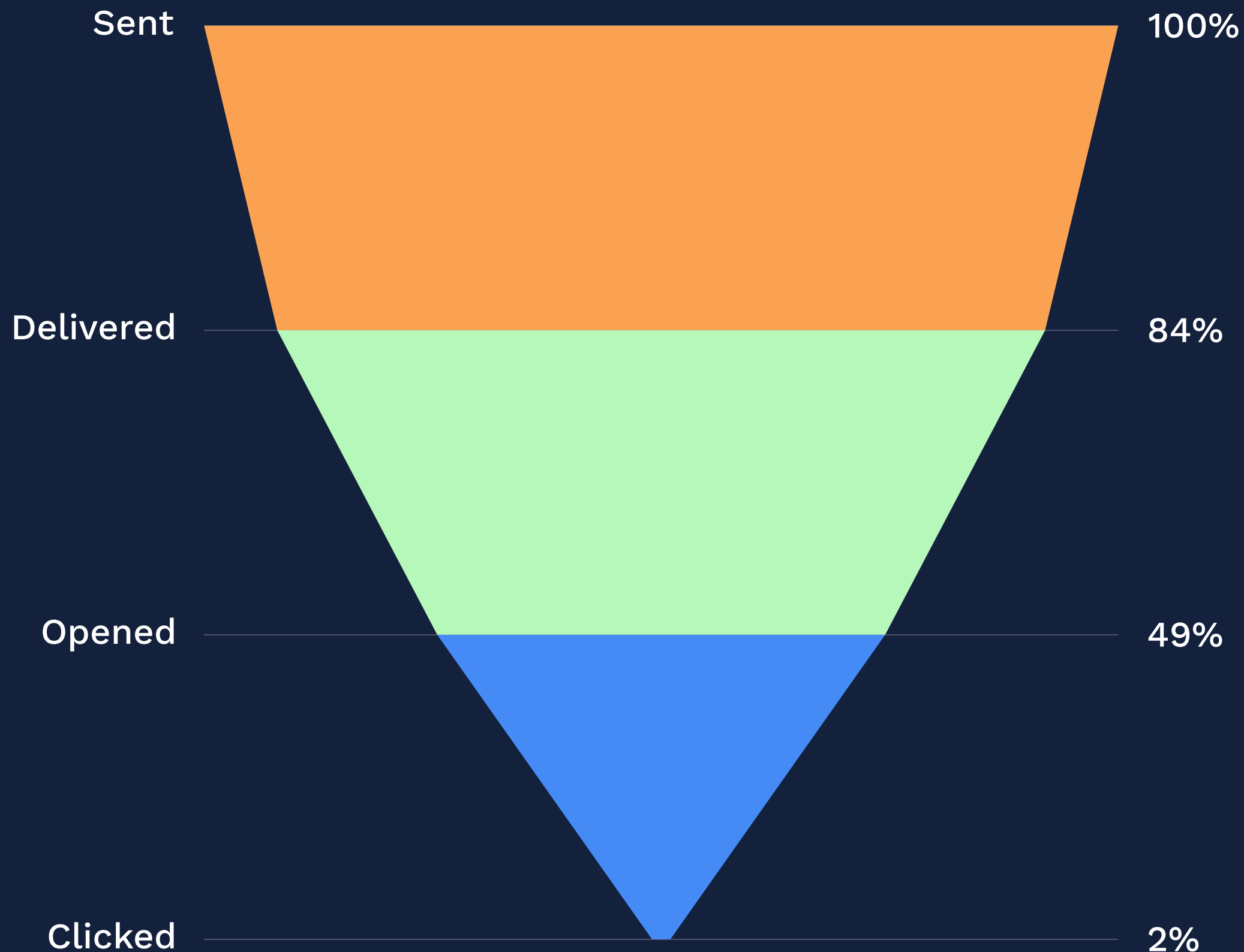
- 1 Email Marketing Funnel
- 2 Device Activity
- 3 Campaigns

1

April 25-April 26

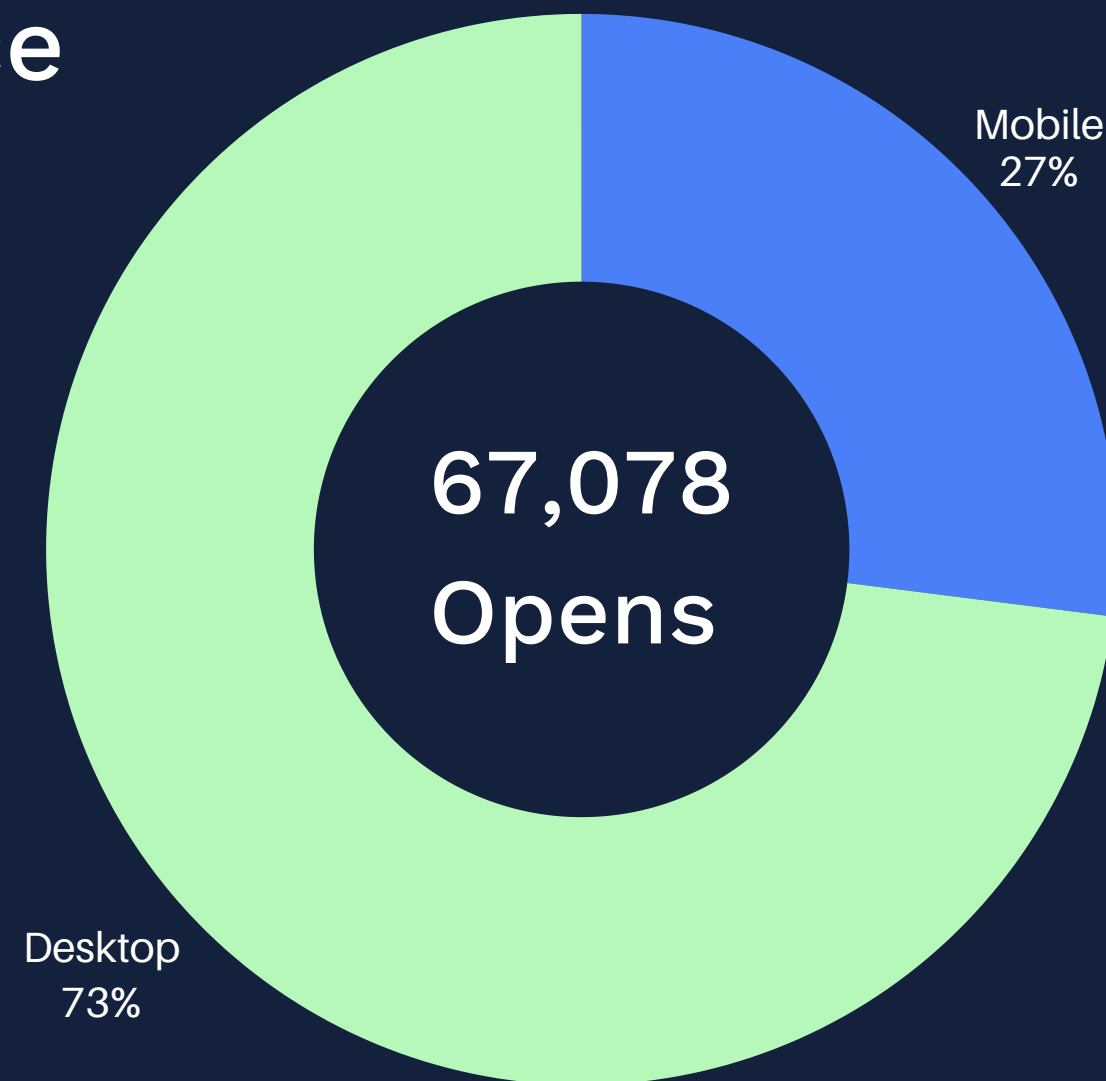
Overview

162,102
Emails
Sent

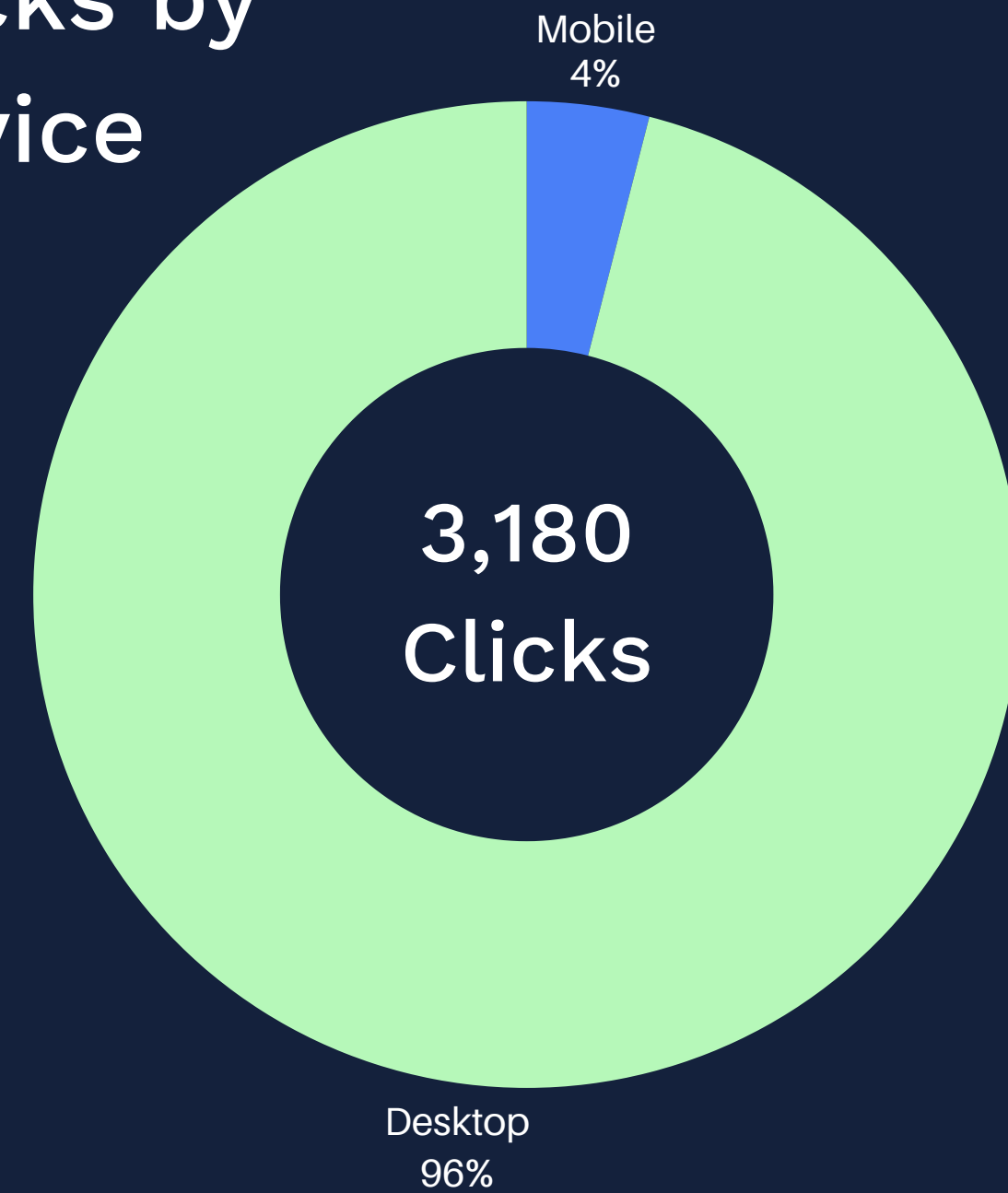


Device Activity

Opens by Device



Clicks by Device



Top Campaigns

Opens: 1,385, 53%

Clicks: 189, 8%



South Atlantic Fishery Management Council

The following Fishery Bulletin from NOAA Fisheries is forwarded as a courtesy.

Issue Date: June 6, 2025

FB25-019

Contact: Southeast Regional Office; Sustainable Fisheries Division, 727-824-5305

NOAA Fisheries Announces Changes to the Management of Red Snapper in the South Atlantic Region and the 2025 Fishing Seasons

Red Snapper Season Announcement



South Atlantic Fishery Management Council

Council Considers Changes Affecting Commercial Fishermen, Headboats, and Spawning Areas

The South Atlantic Fishery Management Council held its quarterly meeting last week, March 2-6, 2026, in Jekyll Island, GA. Much of the week was spent in the Snapper Grouper Committee, addressing topics such as commercial management measures, fishery management unit revision, and headboat vessel limits. The Council also discussed the SEDAR committee, including a name change to the program, and the scheduling of the Mackerel Cobia Advisory Panel meeting in fall of 2026 and subsequent assembly of the committee in March 2027.

March 2026 Council Meeting Press Release

**Thoughts, Questions,
Discussions?**