



THE SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

Draft Outreach and Communications Goals, Objectives, and Strategies



Presentation Layout



Goal: Broad, long-term outcome



Purpose: Underlying rationale



Objective: Specific, measurable outcomes to be achieved



Strategy: Approach and methods used to accomplish objectives

Keep in mind...

- 1. Are the goals, objectives, and strategies clear and measurable? If not, how can they be improved?**
- 2. Are there additional goals, objectives, or strategies missing the AP recommends considering?**
- 3. Do the purpose statements provide sufficient rationale for their corresponding goals?**
- 4. Are there additional ways to evaluate progress and performance?**



Goal #1: Provide consistent, understandable, and accessible information on the Council, regulations, and stakeholder input opportunities.

Purpose: To ensure stakeholders are equipped to understand, navigate, and engage in the Council process, ultimately supporting more informed and effective participation.

Objective 1: Utilize various Council outreach and communication channels to share information.

Strategies:

- a) Share information through in person outreach.
 - E.g., tackle shop visits, seminars, fishing expos, tabling events, and Council meetings
- b) Share information through social media.
 - Facebook, Instagram, LinkedIn, X, and YouTube
- c) Share information through Council and external partner publications, and the Council website.
- d) Use Fish Rules and the Council regulations page to clearly state regulations for species within the Council's jurisdiction.
- e) Use Fish Rules banners and push notifications for geographically targeted messaging.
- f) Use standardized outreach and communication templates, language, and branding that can be adapted across products.



Objective 2: Provide stakeholders with clear guidance on in-person and virtual public comment opportunities.

Strategies:

- a) Use attendance trends and public comment feedback to identify where stakeholders may lack clarity on how, when, and why to participate, and prioritize those areas for targeted outreach.
- b) Provide handouts at Council meetings, online resources on the Council webpage, and videos detailing how public comment sessions operate, what participants can expect, the value of providing input, and what makes a public comment effective.
- c) Share pre-meeting reminders and details via social media and newsletters explaining when and how to comment effectively.



Goal #2: Engage stakeholders in the Council process and Council initiatives.

Purpose: To ensure stakeholder perspectives are solicited and available to support effective fisheries management.

Objective 1: Foster two-way communication with stakeholders.

Strategies:

- a) Continue promoting, holding, and recruiting new and previous stakeholders to the Lines of Communication: Conversations with the Council (Lines) meetings.
- b) Engage fishermen at high-traffic locations.
 - Tackle shops and fish house visits, seminars at tackle shops and fishing clubs, outreach events.



Objective 2: Encourage input from stakeholders in the fishery management process.

Strategies:

- a) Promote Council hosted meetings soliciting input on amendments such as scoping, public hearings, and public comment sessions through Council publications (e.g., SA Bite, newsletters), the Council's website, social media, and in person outreach.
- b) Highlight how public input is considered by the Council.



Objective 3: Promote stakeholder participation in Council initiatives and activities such as the Citizen Science Program, Best Fishing Practices Campaign, SEDAR, and Lines of Communication.

Strategies:

- a) Share information through in person outreach.
 - E.g., tackle shop visits, seminars, fishing expos, tabling events, and Council meetings
- b) Share information through social media.
 - Facebook, Instagram, LinkedIn, X, and YouTube
- c) Collaborate with state and federal agencies, other regional programs, and stakeholders through media publications and events.
- d) Maintain dedicated webpages for Council initiatives that includes clear information on how to get involved.
- e) Ensure messages align with related efforts, agencies, and programs across the South Atlantic region by participating in regional workgroups.



Goal #3: Strengthen public trust in the Council and the fishery management process.

Purpose: To enhance the credibility of the Council by building confidence in its processes, decisions, and stakeholder engagement efforts.

Objective 1: Build and sustain effective relationships with stakeholders and communities.



Strategies:

- a) Participate in a wide-range of community and industry events throughout the Council's jurisdiction.
- b) Foster engagement that represents a broad range of stakeholders.
- c) Continue hosting Lines of Communication: Conversations with the Council (Lines) meetings.

Objective 2: Support engaged stakeholders to serve as trusted ambassadors who help build fishing community confidence in the Council process.

Strategies:

- a) Attend events where stakeholder leaders are present to support them and build relationships within their networks.
- b) Provide stakeholder leaders with accurate information, updates, and outreach materials they can share.
- c) Encourage stakeholder leaders to stay engaged and involved in the Council process.
- d) Promote the Marine Resource Education Program to stakeholder leaders.



Above: Haley Stephens, Snapper Grouper Advisory Panel Vice Chair, presenting "Management 101" to attendees at the 2025 Daytona Fishing Expo.



Goal #4: Track outreach and communication efforts to identify trends, inform outreach priorities, and refine communication strategies.

Purpose: To support more effective and responsive outreach and communication efforts.

Objective 1: Establish indicators for outreach efforts.

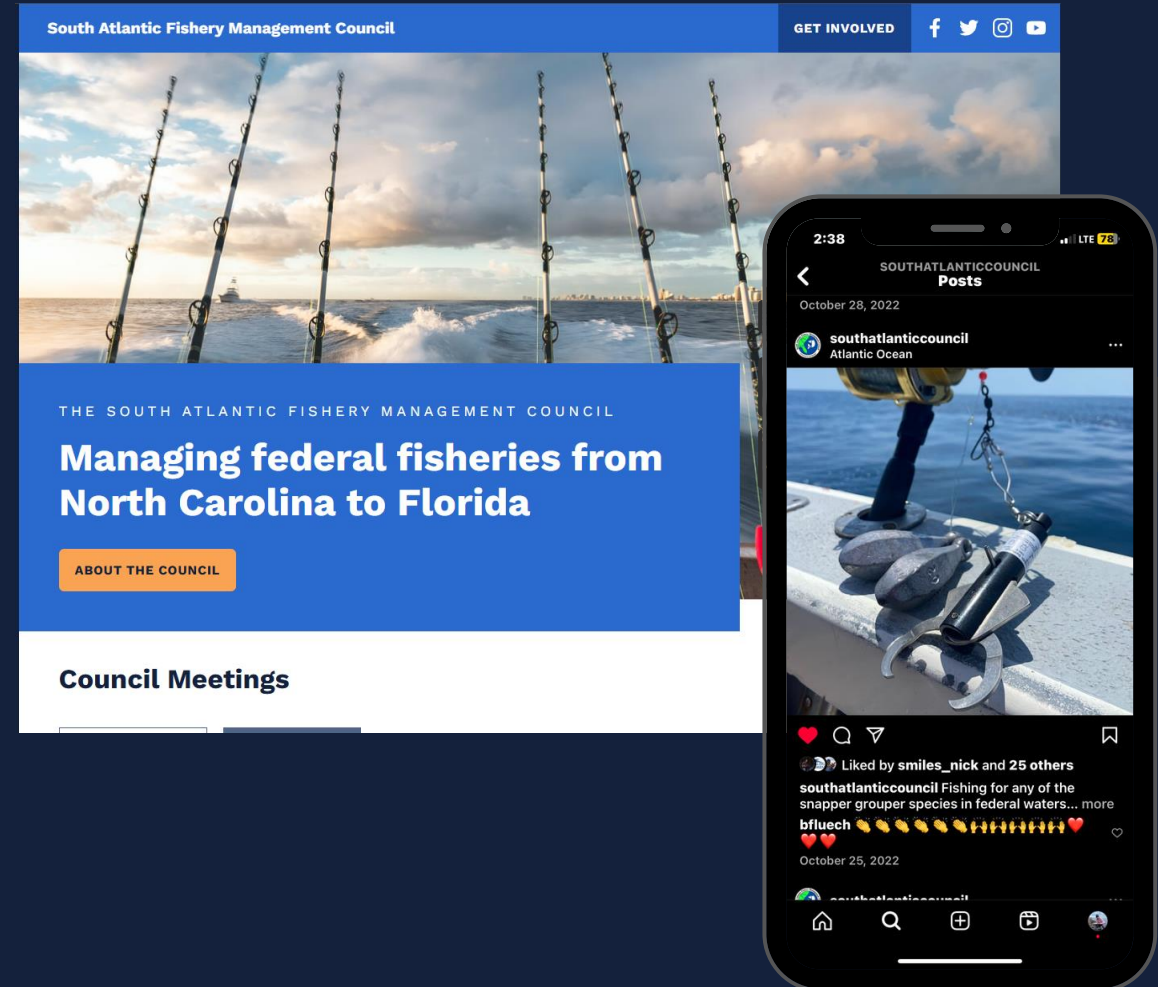
Strategies:

- a) Utilize the Outreach Events and Evaluation Tracker for seminars, booths, and tabling events.
- b) Utilize the Tackle Shop Database to track information from tackle shop visits.
- c) Use post meeting expectation metrics for Council-led outreach events/meetings such as Lines of Communication.
- d) Use dynamic QR codes to track scans on paper and digital materials.

Objective 2: Establish indicators for digital communication efforts.

Strategies:

- a) Produce regular analytics reports from the website, email distributions, and social media.
 - Up to two per year for the Council and Outreach and Communications Advisory Panel, and more consistently for staff.
- b) Respond to analysis by implementing highly engaged content more often and minimizing less engaged content.



Let's Discuss!

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- 2. Are there additional goals, objectives, or strategies missing the AP recommends considering?**
- 3. Do the purpose statements provide sufficient rationale for their corresponding goals?**
- 4. Are there additional ways to evaluate progress and performance?**