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THE SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

# **Media Analytics Presentation**



# Website Analytics

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

# Visitors

Total Users

39,110



Total Sessions

52,101

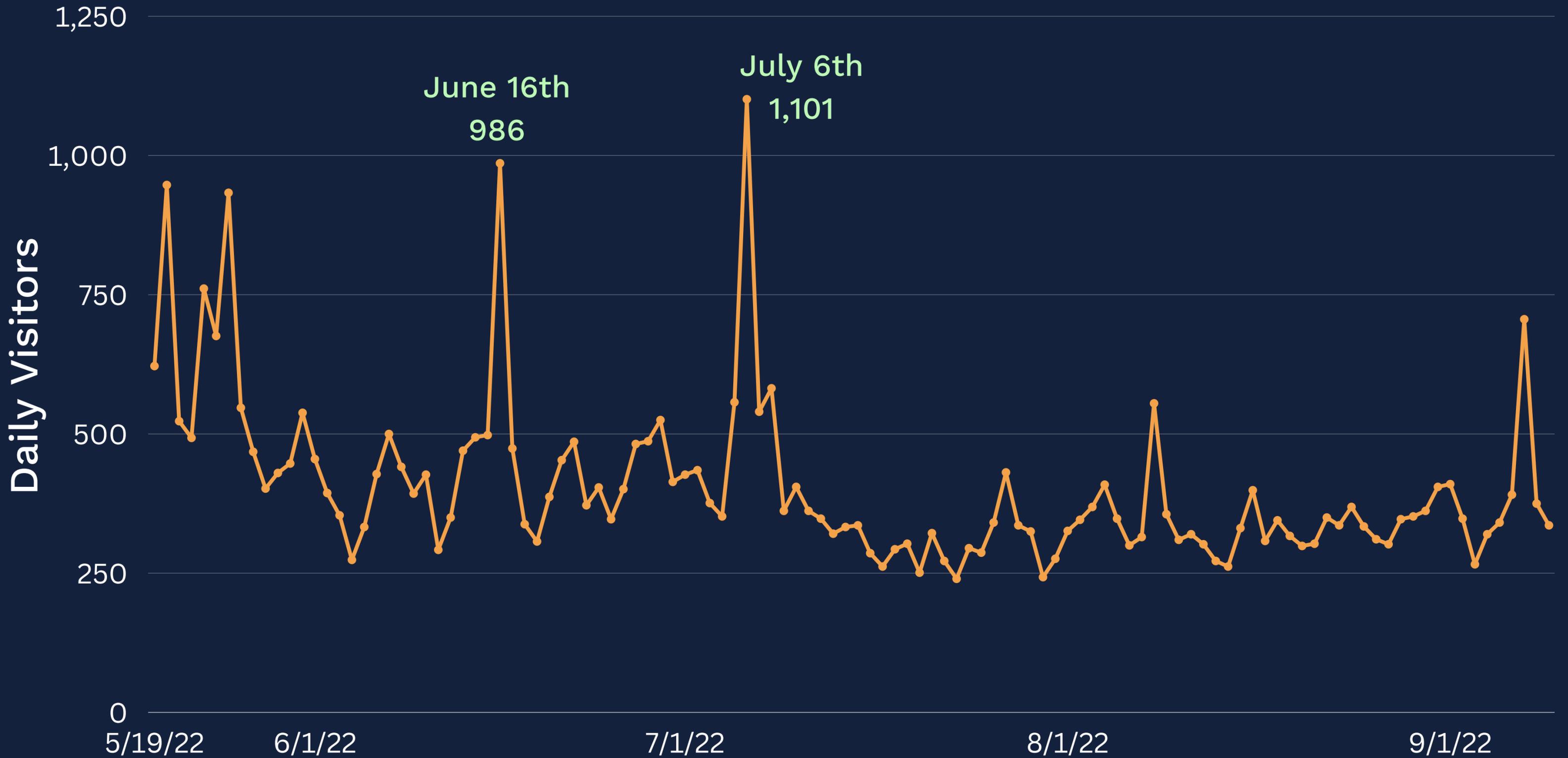


Sessions per User

1.33



# Traffic Timeseries

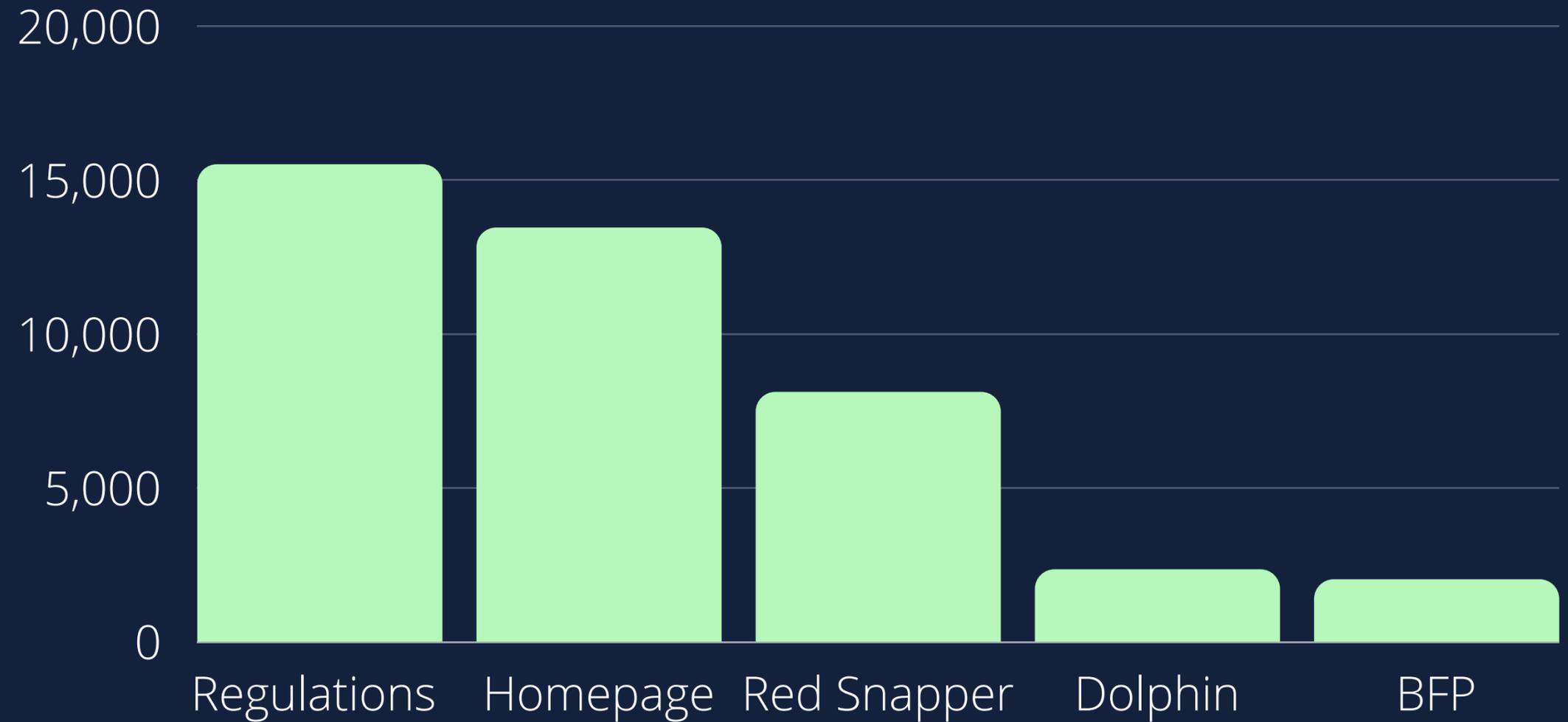


# Pageviews



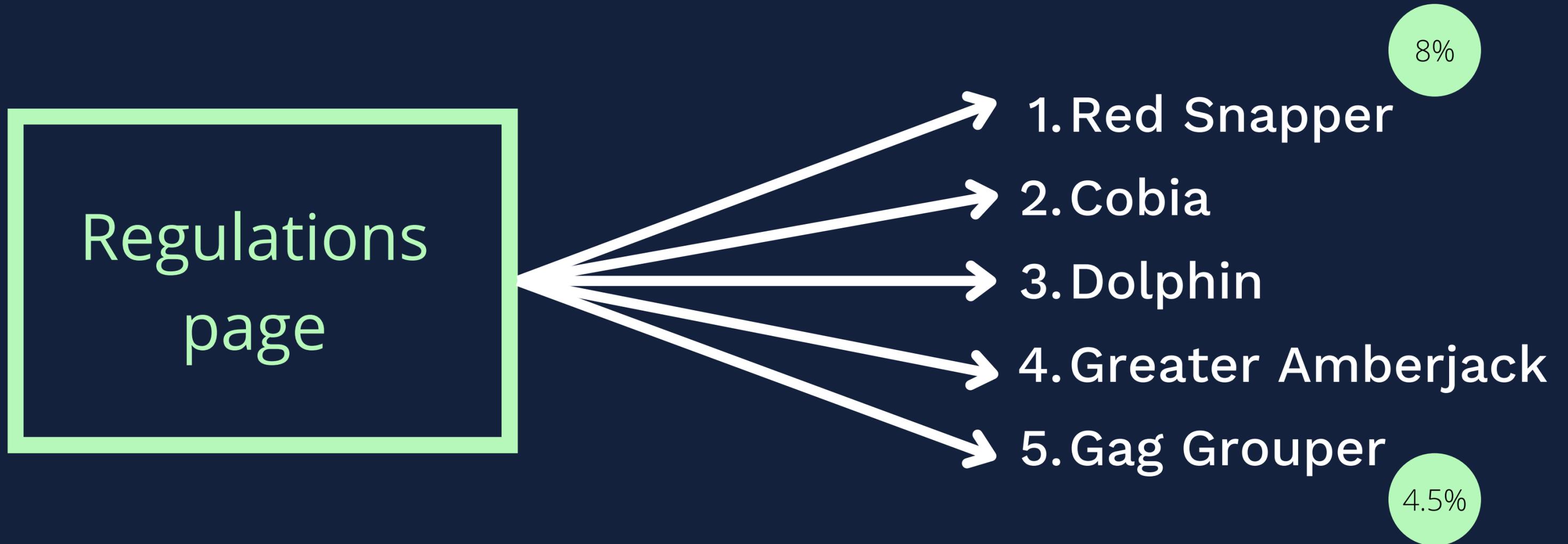
111,345

Total Pageviews



Top 5 pages

# Pageview flow



# Bounce rate & Session duration



Page	Bounce Rate	Avg. Time on Page
Regulations	39.13%	1:04
Homepage	41.91%	0:56
Red Snapper	82.84%	2:46
Dolphin	77.45%	2:03
Best Fishing Practices	89.72%	3:20

# Best Fishing Practices

May 19th-Sept 9th

Red Snapper  
Species Page



27% of  
Visitors

Best Fishing  
Practices Page



17

Average Pageviews  
per Day



July 1st  
78

July 6th  
460

# Social Media Analytics

- 1 Overview
- 2 Engagement
- 3 Awareness

# Overview



Page likes: 3,663

Followers: 4,002

~ 75% Men

Top city: Jacksonville



Followers: 618

~75% Men

Top city: Charleston

2

June 22nd-Sept 19th  
(Last 90 days)

# Engagement

1,233



↑ 5k%

277



↑ 57%

3

June 22nd-Sept 19th  
(Last 90 days)

# Awareness/Reach

5.4k



↑ 876%

695



↑ 27%

# Top Posts

June 22nd-Sept 19th  
(Last 90 days)

**South Atlantic Fishery Management Council**  
Published by Hootsuite · August 5

The public-powered project FISHstory has made strides in describing catches from the 1940s to the 1970s in the Daytona Beach area! Thanks to our 2,120 volunteers, over 35,740 classifications have been made. These classifications include counts and identifications of fish and people in historic fishing photos. On August 9, the SAFMC will be hosting a seminar to discuss the process of analyzing the fish in these images, share lessons learned, and thank the amazing people who contributed to the project.

Join the free seminar on August 9 at 1 pm EDT to learn more about this incredible project and the people who made it happen! Information and the link to register can be found on the meetings page of our website.

Learn more about all of our citizen science projects on our website.

Photo from Rusty Hudson

#CitSciFri #citizenscience #fishing #fisheriesmanagement #FISHstory #Zooniverse

3,028 People reached    473 Engagements    - Distribution score    [Boost post](#)



Reach 3,028

Engagement 473

southatlanticcouncil

Liked by ashleyyoliver and 20 others

southatlanticcouncil Risk, uncertainty, carry-over of unharvested catch limits, and phase ins for changing Acceptable Biological Catch levels – learn more and provide your input today (August 24) at 6 p.m. during the Council's public hearing on the ABC Control Rule Amendment.

The amendment applies to the fishery management plans for #Dolphin #Wahoo, #Snapper #Grouper, and #GoldenCrab. Registration link, public hearing presentation, document, and online public comment form are available on our website's meetings page.

The Council will also hold a public hearing on the amendment during its September 12-16, 2022 meeting.

#fisheriesmanagement #fisheries #publichearing

all 3 comments



Reach 327

Engagement 27

# Summary

- ~40,000 total users since website launch
- Over 100,000 pageviews
- Traffic seems to align with fishery trends
- FishRules regulations function is a hit
- Red Snapper is the most popular species
- Users spend most time per visit on BFP page

# Questions

- Which website statistics do you find most useful and why?
  - Social media?
- Strategies to promote page engagement on websites?
- Any general website recommendations?
  - Design, accessibility, features, etc.