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THE SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

Digital Media and Communications Update



Social Media Analytics

- 1 Overview
- 2 Page and profile visits
- 3 Awareness

1

Sept. 1st

Overview



Total Posts: 113



Page likes: 3,800

Followers: 4,173

~ 75% Men

Top city: Jacksonville

Followers: 797

~75% Men

Top city: Charleston

Page and profile visits

12,973



↑ 111.5%

1,102



↓ 3.8%

Reach

63,100



↑ 42%

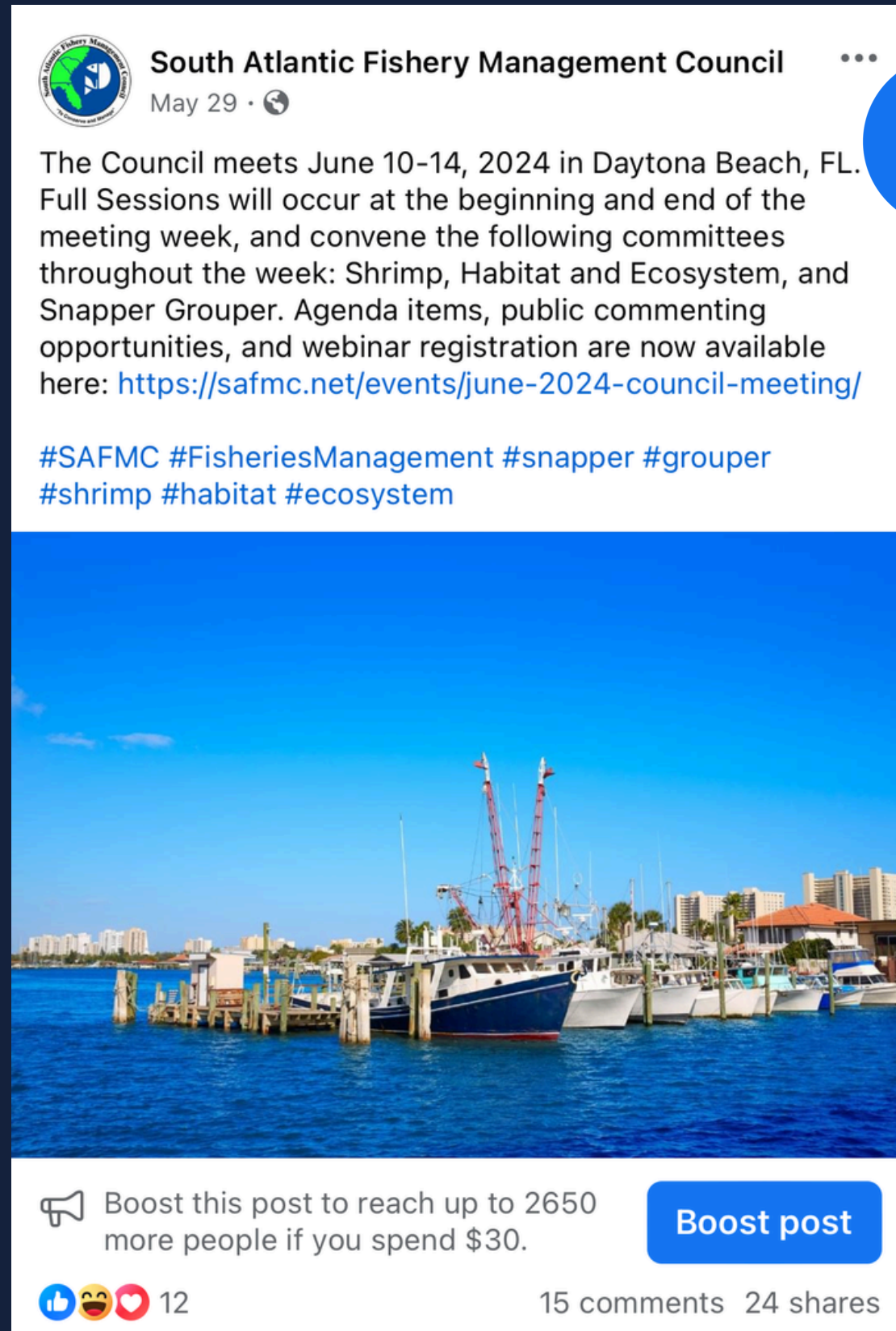
4,512



↑ 57%

Top Posts

Sept. 23-Sept.24



Impressions

5,609

Interactions

41

49

Interactions

Impressions

1,447

[Link](#)

Website Analytics

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

Visitors

Total Users

111,212



Total Sessions

165,664



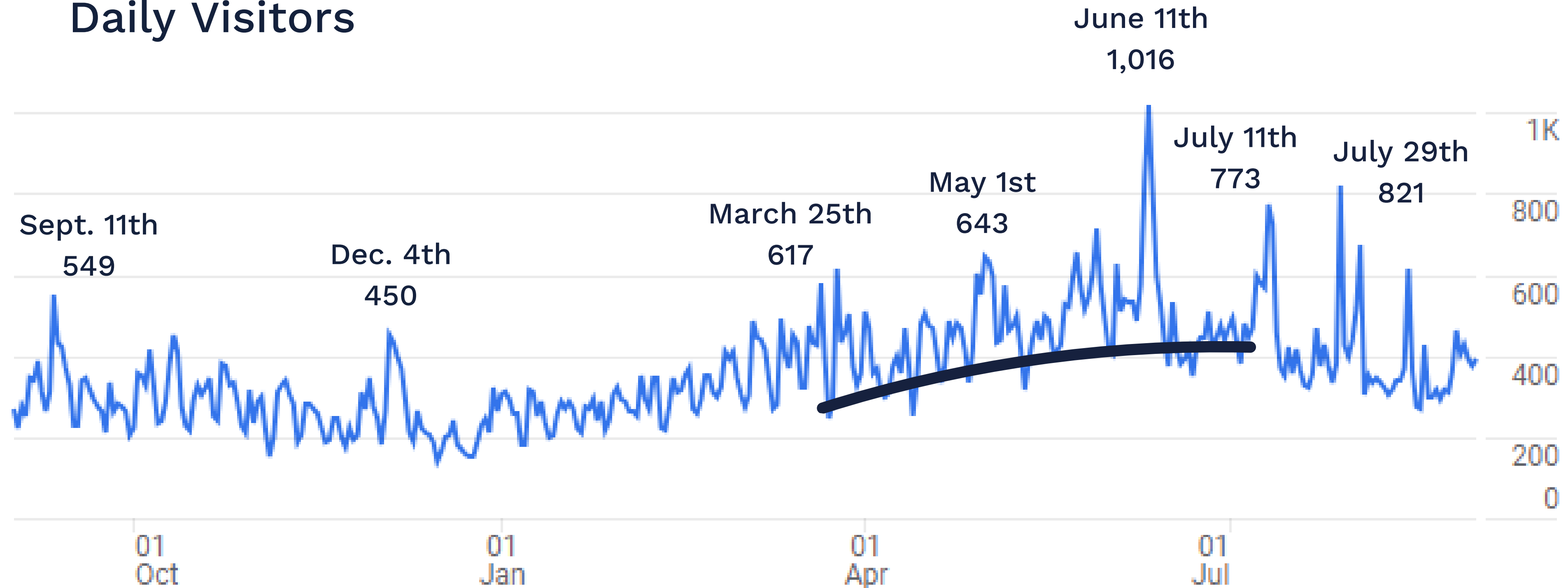
Sessions per User

1.49



Traffic Timeseries

Daily Visitors



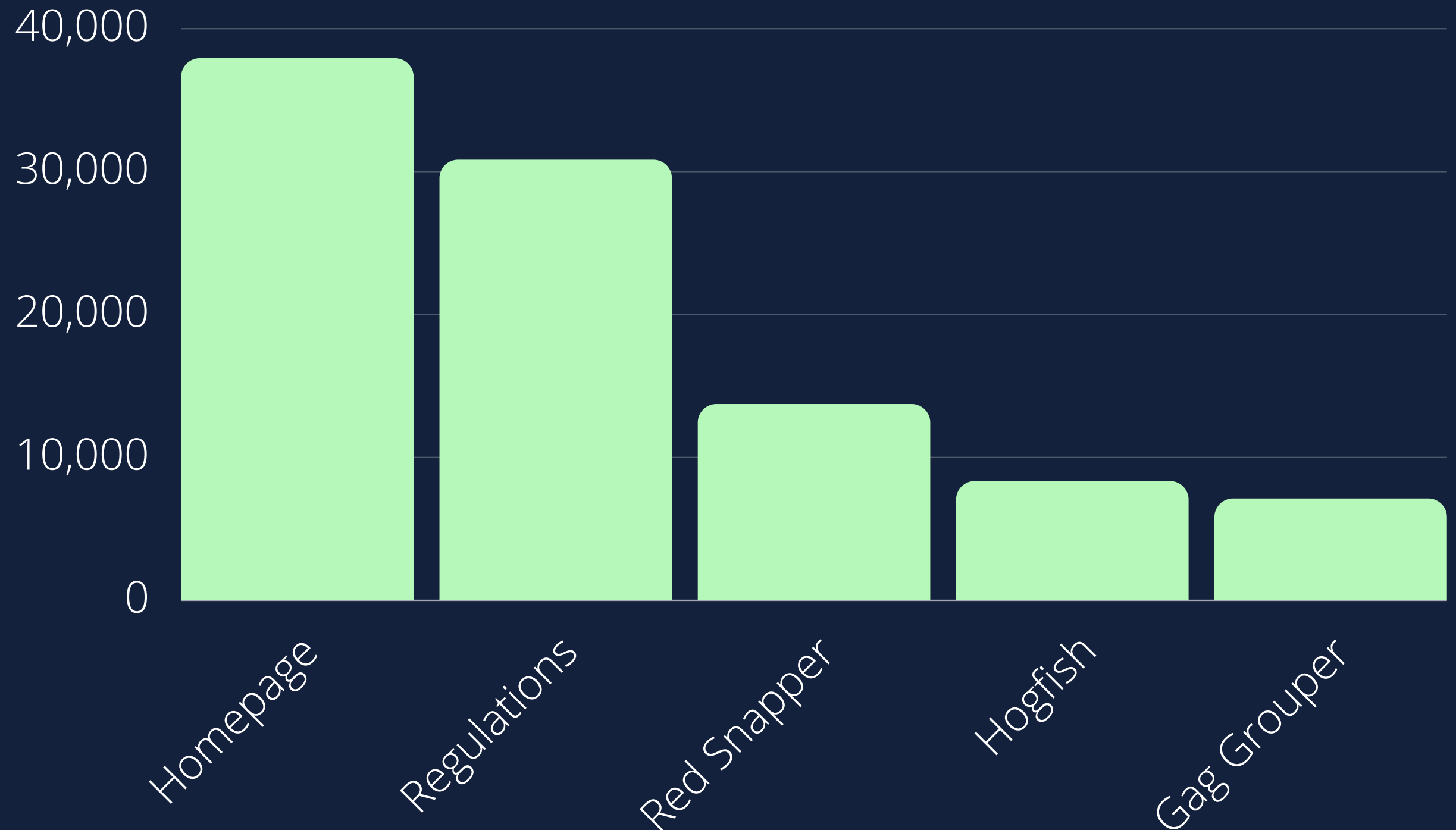
Pageviews

Sept. 23-Sept.24



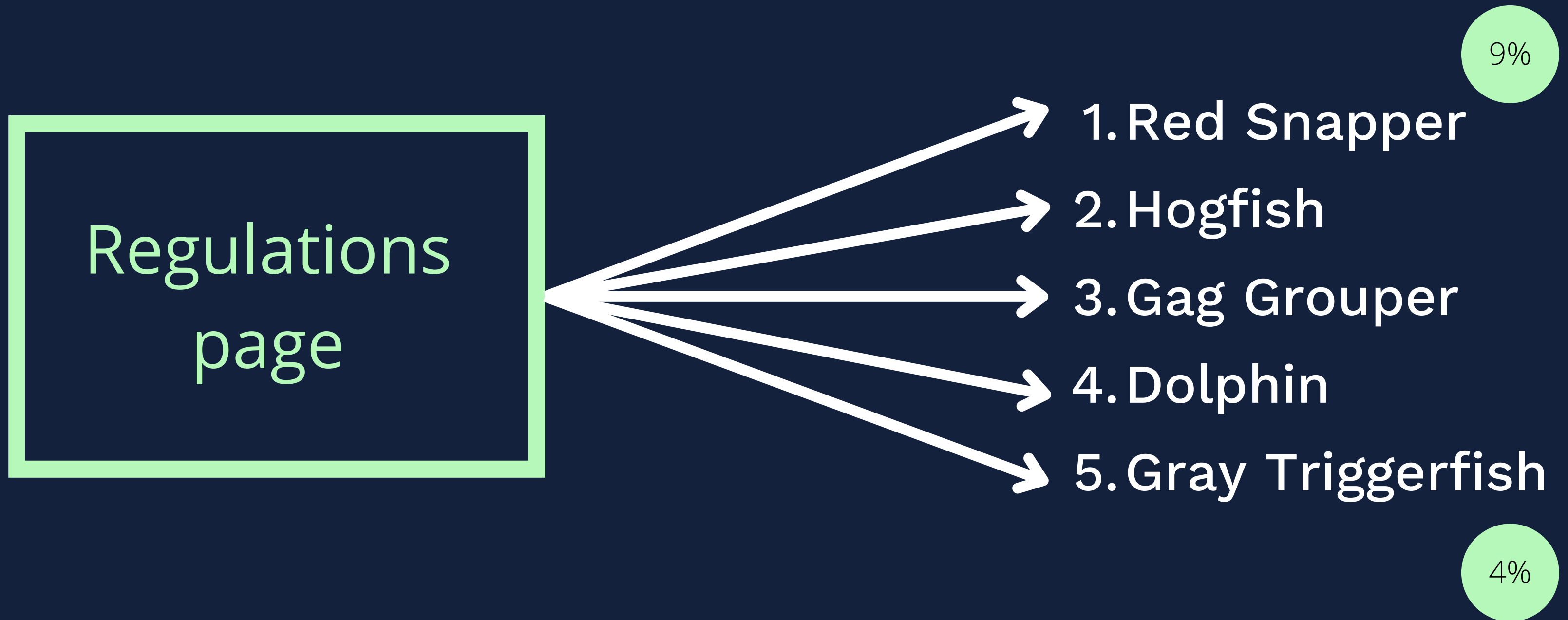
309,097

Total Pageviews




Top 5 pages

Pageview flow



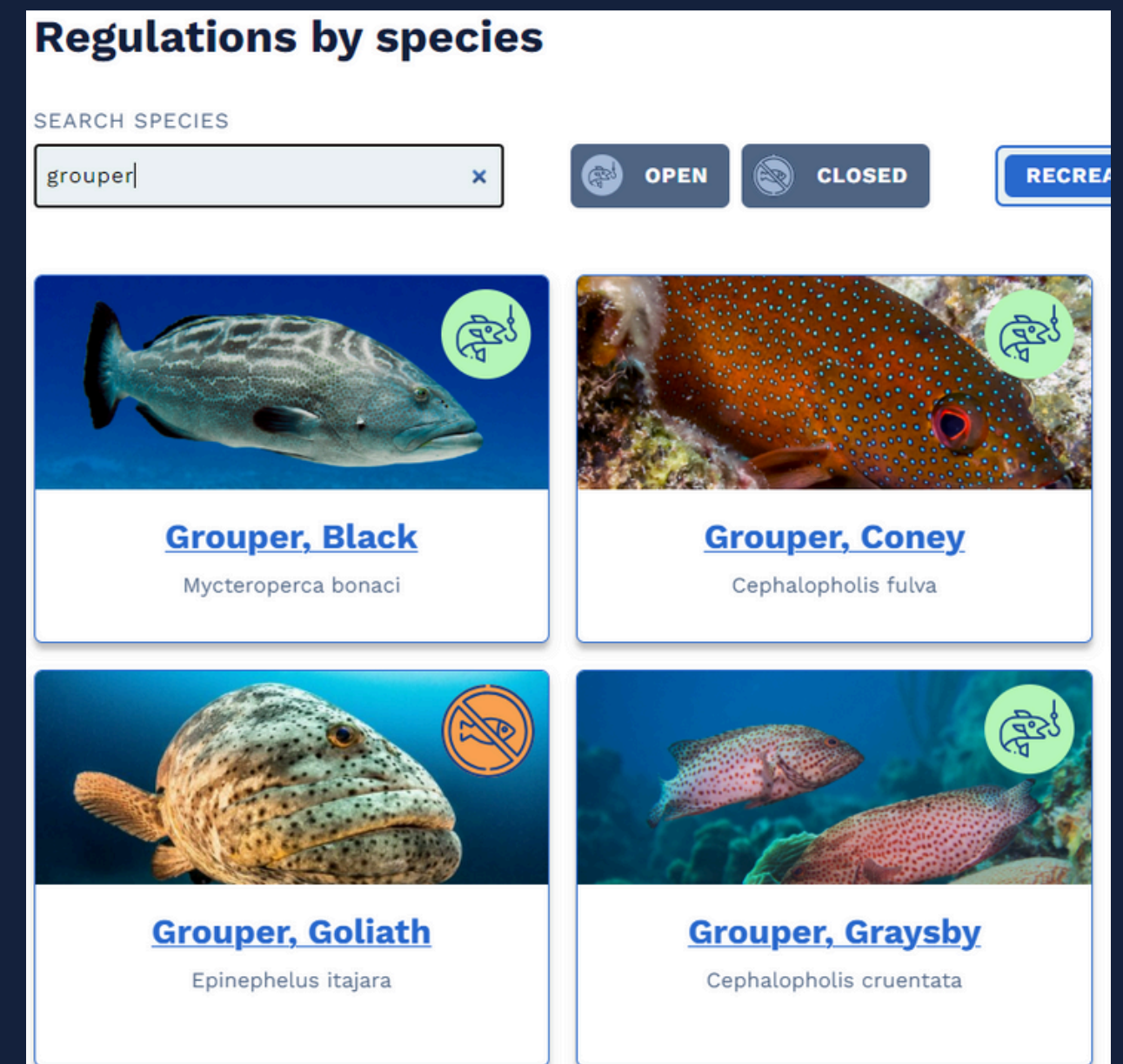
Bounce rate & Session duration



Page	Bounce Rate	Avg. Time on Page
Homepage	31.28%	0:26
Regulations	19.62%	1.25
Red Snapper	35.5%	0:51
Hogfish	50.38%	0:30
Gag Grouper	27.77%	0:58

Regulations FAQ Page Discussion

- Most popular page on the site.
- Bounce rate low and time on page high.
- Concerns from fishermen and others as regulations change.
- Fish Rules limits edits to website.
- Don't want to go back to PDF summary.



Regulations FAQ Examples



Mackerel Zones



Descending Requirements



State vs Federal



Charter Requirements

Snapper Aggregate Bag Limit

10 Fish Per Person Combined Total



gray snapper

mutton snapper *

yellowtail snapper

cubera snapper

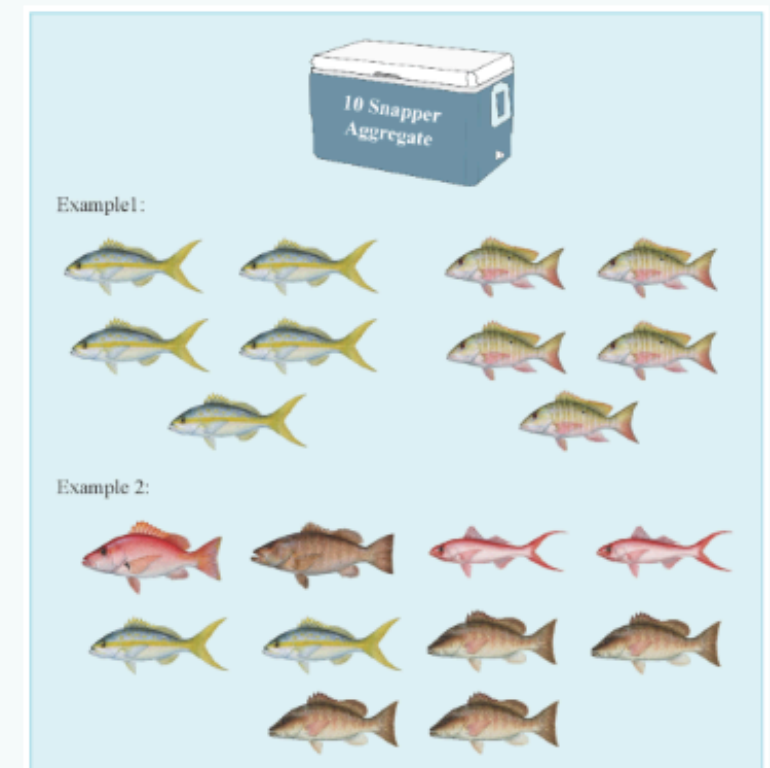
queen snapper

blackfin snapper

wenchman snapper

silk snapper

SG Aggregates



Regulations FAQ Page Discussion

- Anyone having similar issues?
- Thoughts on concept?
- Pros and cons?
- New ideas for content?

