



Nick Smillie

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

THE SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL Digital Media and Communications Update



Social Media Analytics



Page and profile visits





Total Posts: 113

Page likes: 3,800 Followers: 4,173 ~ 75% Men Top city: Jacksonville Sept. 1st



Followers: 797

~75% Men

Top city: Charleston



Page and profile visits

12,973







Sept. 23-Sept.24

1,102







63,100

3





Sept. 23-Sept.24

4,512







South Atlantic Fishery Management Council •••• May 29 · 🕤

The Council meets June 10-14, 2024 in Daytona Beach, FL. Full Sessions will occur at the beginning and end of the meeting week, and convene the following committees throughout the week: Shrimp, Habitat and Ecosystem, and Snapper Grouper. Agenda items, public commenting opportunities, and webinar registration are now available here: https://safmc.net/events/june-2024-council-meeting/

#SAFMC #FisheriesManagement #snapper #grouper #shrimp #habitat #ecosystem



Boost this post to reach up to 2650 more people if you spend \$30.

Boost post



15 comments 24 shares

Impressions - 5,609 Interactions 49 Impressions 1,44

Sept. 23-Sept.24

...

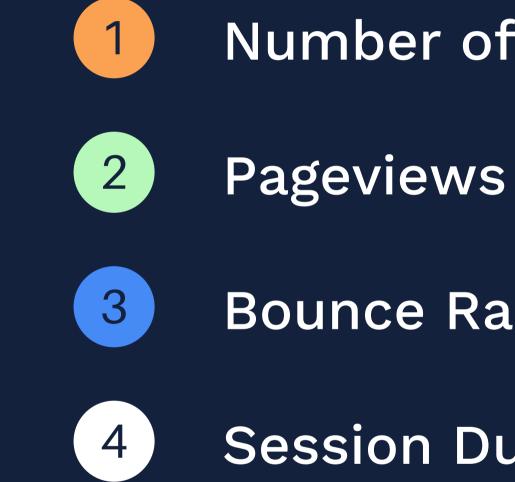
SOUTHATLANTICCOUNCIL Posts

southatlanticcouncil Remix with sci__nc

Descending device in action!



Website Analytics



Number of Visitors

- **Bounce Rate**
- **Session Duration**



Total Users 111,212

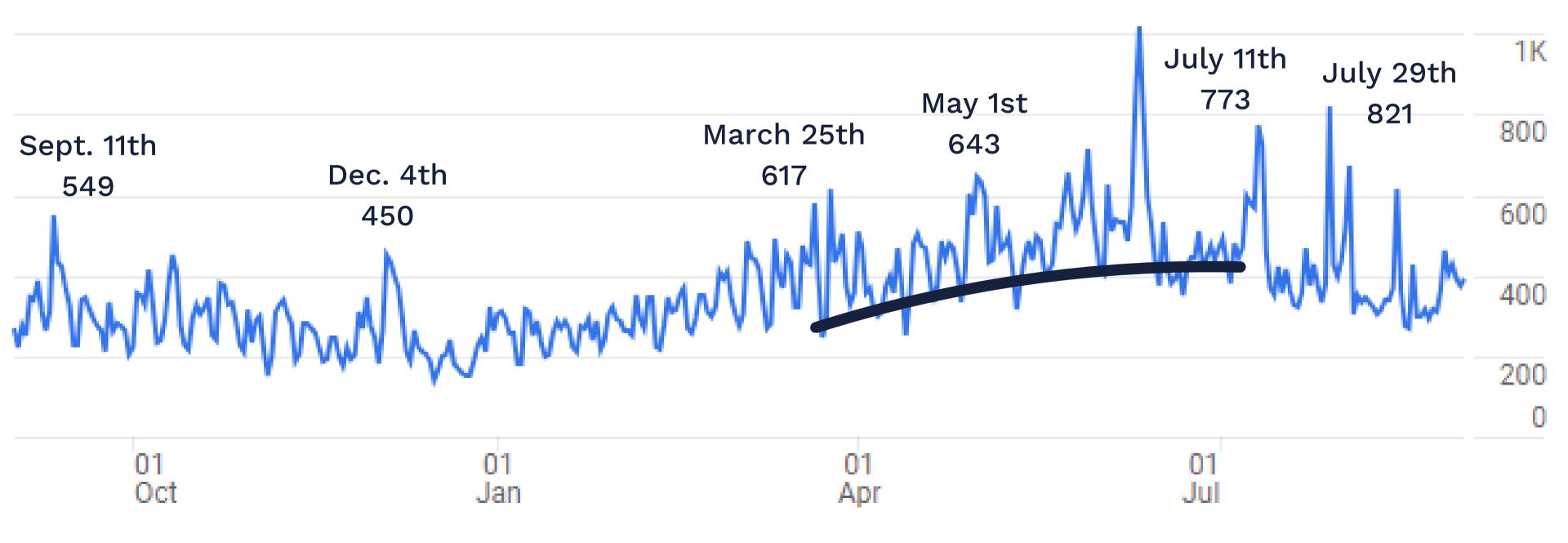
Sessions per User 1.49

Sept. 23-Sept.24

Total Sessions 165,664

Traffic Timeseries

Daily Visitors





June 11th 1,016



2



Top 5 pages

Sept. 23-Sept.24

Pageview flow

Regulations page

2

Sept. 23-Sept.24





1. Red Snapper 2.Hogfish ➔ 3.Gag Grouper ➔ 4. Dolphin

5.Gray Triggerfish



3

Bounce rate & Session duration			4
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	

Sept. 23-Sept.24

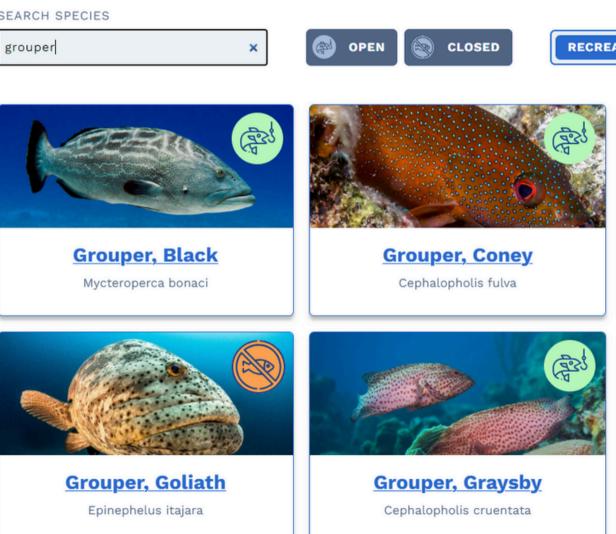
Regulations FAQ Page Discussion

- 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 by species

SEARCH SPECIES



Regulations FAQ Examples



Mackerel

Zones



Snapper Aggregate Bag Limit

10 Fish Per Person Combined Total





SG Aggregates



wenchman snapper

gray snapper

mutton snapper *

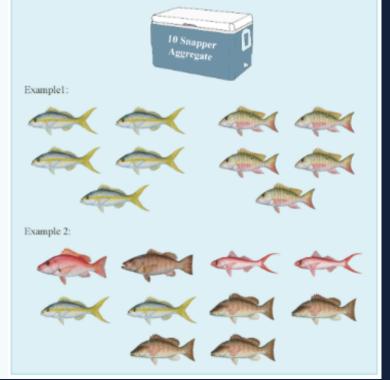
yellowtail snapper

cubera snapper

queen snapper

blackfin snapper

State vs Federal



Regulations FAQ Page Discussion

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



