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## 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

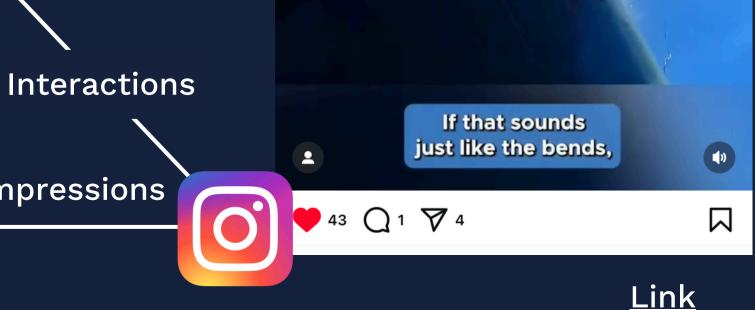
### Sept. 23-Sept.24

...

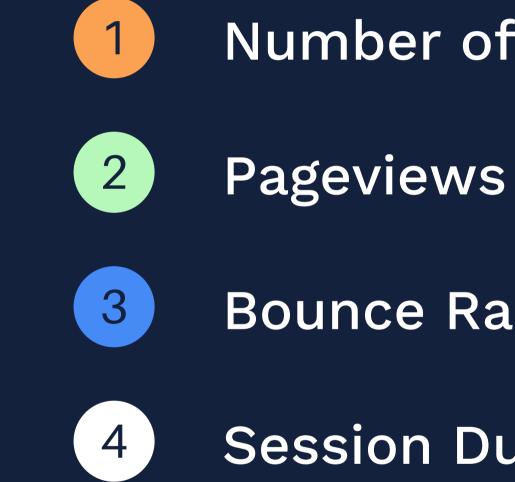
SOUTHATLANTICCOUNCIL Posts

southatlanticcouncil Remix with sci\_\_nc

### Descending device in action!



## Website Analytics



### Number of Visitors

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



# Total Users 111,212

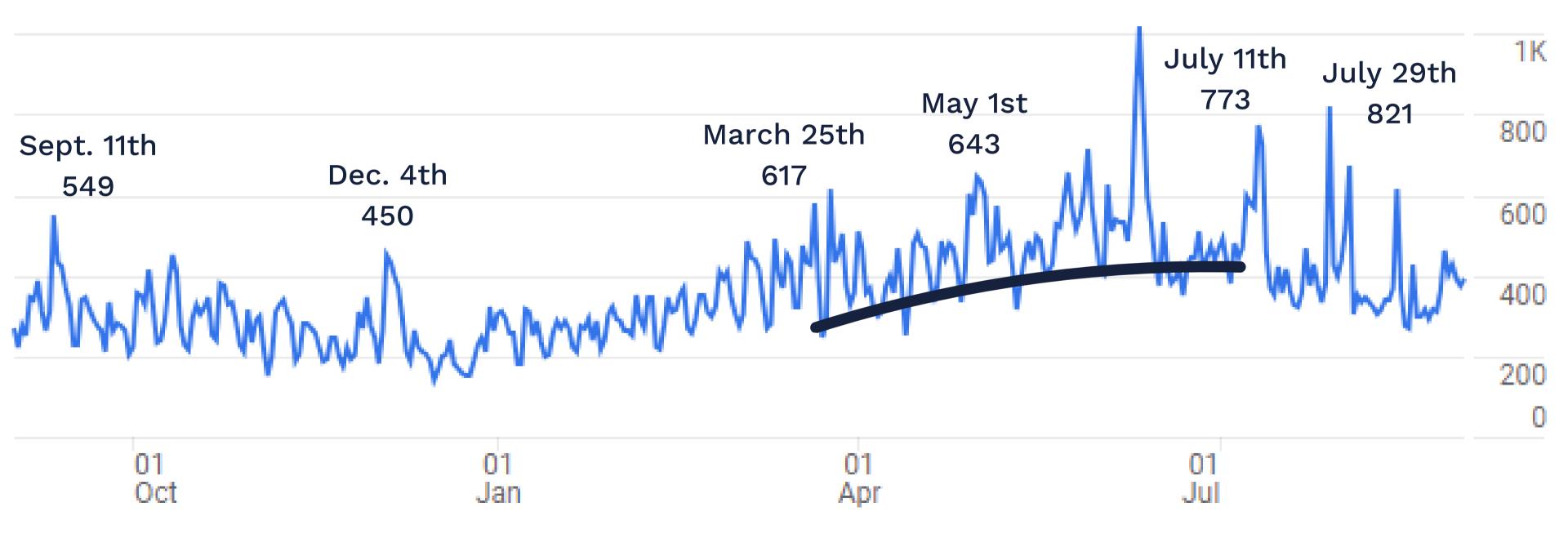
# Sessions per User 1.49

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

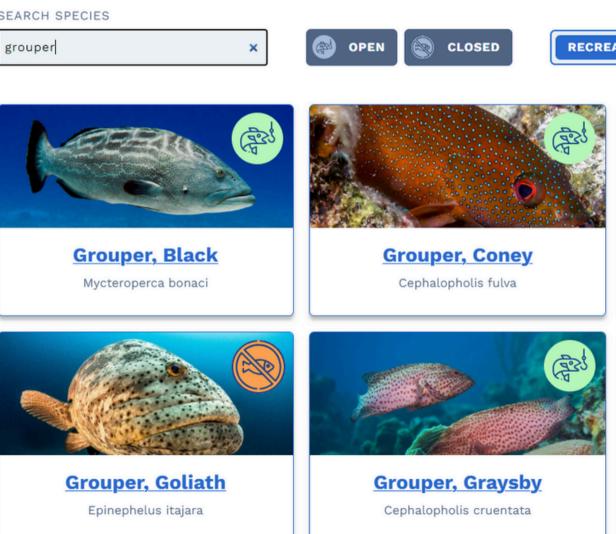
## **Regulations FAQ Page** Discussion

- 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 \*

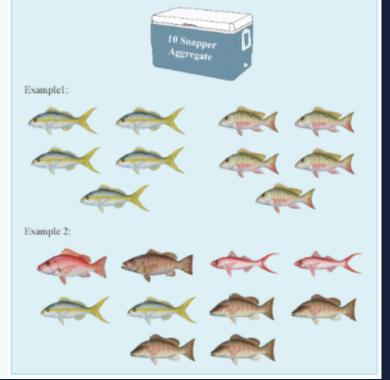
yellowtail snapper

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?



