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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

107,064



Total Sessions

147,720

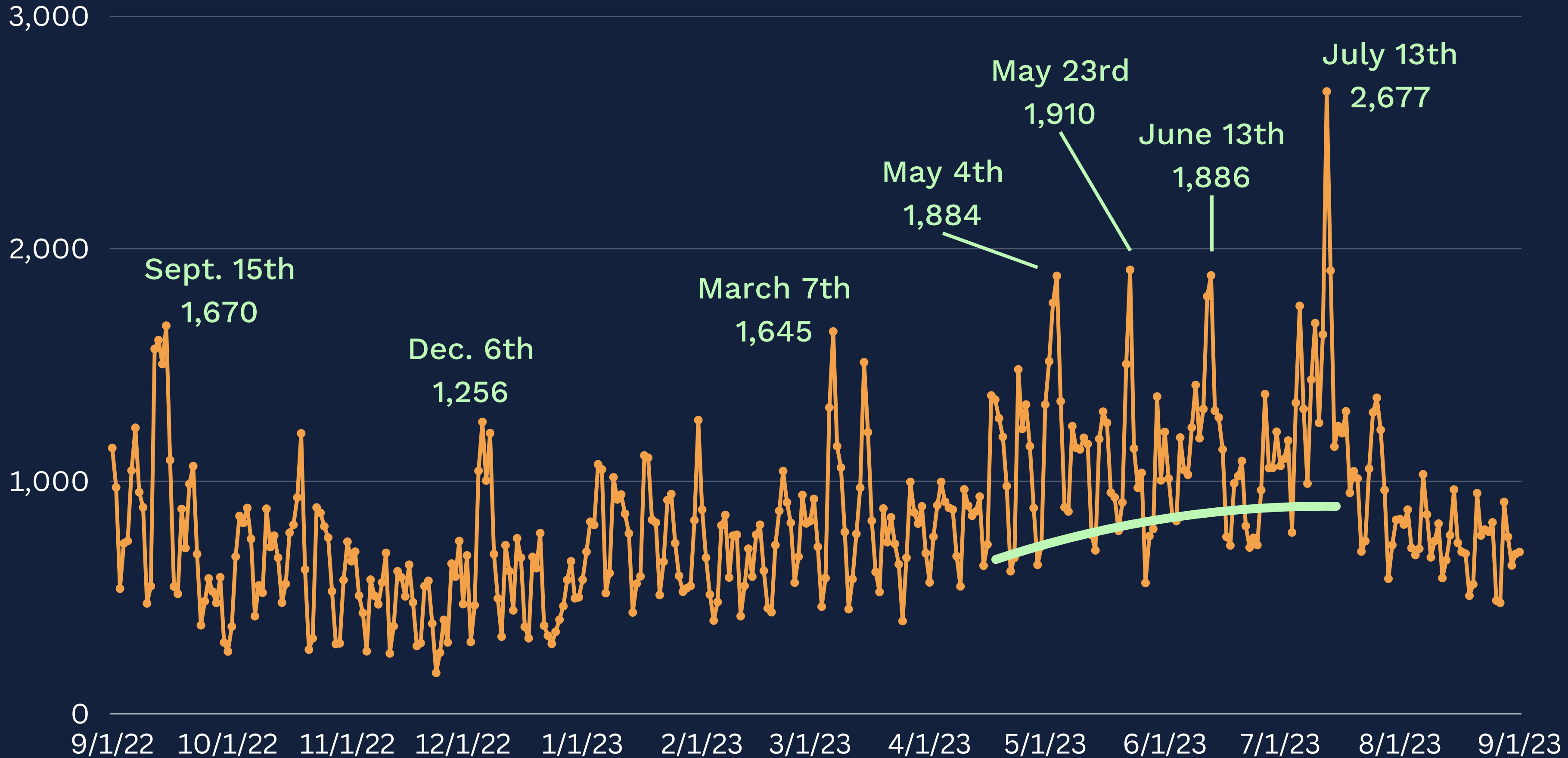


Sessions per User

1.38



Traffic Timeseries



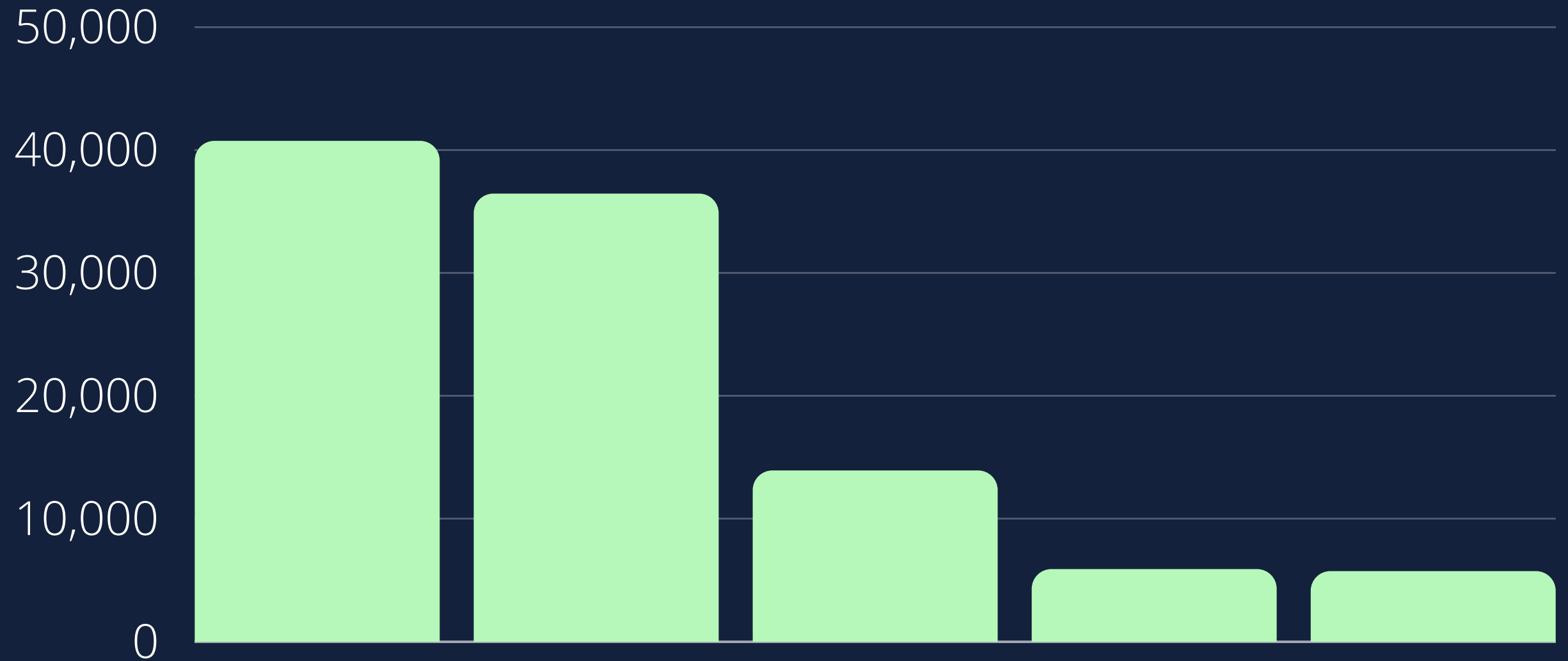
Pageviews

Sept. 22-Sept.23



306,254

Total Pageviews



Homepage

Regulations

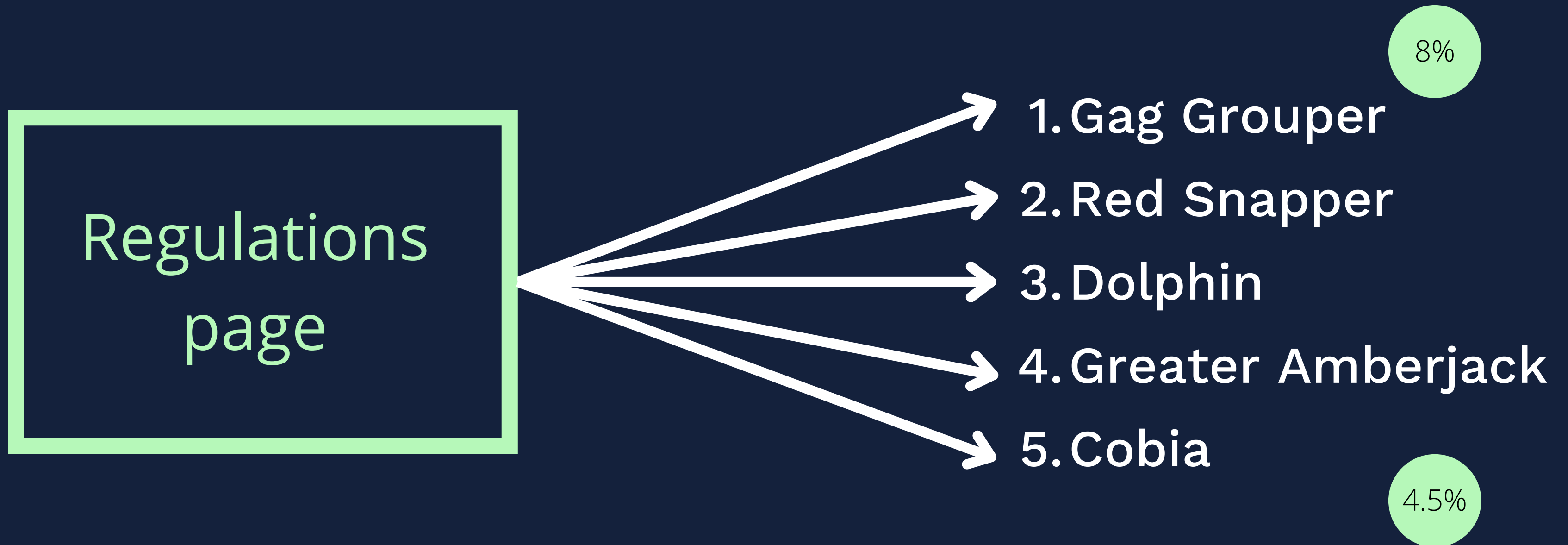
Red Snapper

Meetings


Hogfish

Top 5 pages

Pageview flow



Bounce rate & Session duration



| Page | Bounce Rate | Avg. Time on Page |
|-------------|-------------|-------------------|
| Homepage | 48.51% | 0:54 |
| Regulations | 37.48% | 0.56 |
| Red Snapper | 83.94% | 2:37 |
| Meetings | 17.92% | 0:23 |
| Hogfish | 91.91% | 2:05 |

Social Media Analytics



Overview



Page and profile visits



Awareness

Overview



Page likes: 3,700

Followers: 4,036

~ 75% Men

Top city: Jacksonville



Followers: 797

~75% Men

Top city: Charleston

Page and profile visits

6,273



↑247.7%

1,202



↑43.3%

Reach

45,636



↓ 25%


2,616




↑ 16%

Top Posts

Sept. 22-Sept.23

 **South Atlantic Fishery Management Council**
 May 11 · 🌐

New management measures for Atlantic King Mackerel and Spanish Mackerel go into effect on June 8th. Changes include increasing annual catch limits, allowing r... See more




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👍👎 11 15 comments 32 shares



Reach 8,884


Engagement 163

 southatlanticcouncil



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👍🗨️📌

 Liked by bfluech and 20 others

southatlanticcouncil The final public hearing for Snapper Grouper Reg Amendment 35 addressing #redsnapper and proposed single hook rigs in the #snapper #grouper... more

View all 3 comments

sun_deli Comments posted on social media are not considered part of the administrative record?????...cuz ya don't want to hear anything from anybody not associated to the safmc????

ive in regs by all means but make it legit for all [...]

ary 31



Engagement 46

Reach 502