



Council Communications Group

FINAL REPORT
May 22-23, 2018 Meeting

The Council Communications Group (CCG) met May 22-23, 2018, in Sitka, Alaska. The following members were in attendance:

Diana Martino, CFMC
Alida Ortiz, CFMC
Jennifer Gilden, PFMC
Sandra Krause, PFMC
Emily Muehlstein, GMFMC

Sylvia Spalding, WPFMC
Maria Shawback, NPFMC
Peggy Kircher, NPFMC
Mary Sabo, MAFMC
Janice Plante, NEFMC

Participated via teleconference:

Kim Iverson, SAFMC
Cameron Rhodes, SAFMC

Also in attendance:

Rebecca Ferro, NOAA Fisheries Communications
Laurel Bryant, NOAA Fisheries Communications
Julie Speegle, NOAA Fisheries Alaska Region

The SAFMC participated via teleconference, and NOAA Fisheries Communications staff attended and provided input and updates where relevant.

This was the second in-person meeting of the CCG since becoming an official advisory committee to the Council Coordination Committee in 2012. The first CCG meeting was held in Honolulu in 2016. The communication leads from all eight councils used this opportunity to share best practices, review different applications and programs, increase technical expertise, and analyze communication strategies and tools. While every Council's communication staff and strategy differs slightly, the goal of informing and engaging the public remains at the forefront.

1. Communication and Technology

Each Council provided an update on its communication tools and procedures (attached).

Public comment and forms

The CCG discussed ways to allow the public to comment on Council agenda items electronically, and several Councils have an electronic platform for this. The GMFMC uses Google docs; the PFMC and NPFMC use a public comment form hosted by Pacific States Marine Fisheries Commission; and the SAFMC uses Wufoo forms. Oral public comment was considered more effective than written comment.

The CCG discussed website administration and agreed that ideally, one person should be responsible for website postings and changes. However, some Councils do not have the resources to allow this. Website updates end up being split up between many people, often without oversight.

Best practices:

- Understand where all electronic comments and other data are stored and where they are backed up regardless of what application is in use.
- Ensure that data is searchable for FOIA purposes.

- Create and use a style guide for website postings to ensure clarity and uniformity across the site.

Offices at Council meetings

The CCG expressed interest in providing internet/office services other than what a hotel provides at a Council meeting. The PFMC provides a full-service office and internet for the public at each of its Council meetings. The group discussed challenges with inconsistent wifi connectivity at Council meetings. Some Councils provide their staff with personal wi-fi hotspots. As Councils move toward paperless meetings, meeting facilities' ability to provide reliable internet is a growing concern.

Best practices:

- Internet speeds and connectivity issues should be written into hotel contracts.
- Meeting broadcasts can be conducted over Council wifi hotspots when the hotel internet is unreliable.

MSA Reauthorization effects

Some recent MSA reauthorization bills have proposed new requirements for broadcasting, distribution, and archiving meeting recordings. While some Councils broadcast SSC meetings, other Councils have concerns with the resources available to do so. Although the proposed legislation includes the language "to the extent practicable," concerns remain regarding fluctuating internet and connectivity in remote areas. The MAFMC, SAFMC, NEFMC and GMFMC broadcast SSC meetings and have a trained technical staff person to monitor the broadcast.

2. Promoting the Regional Council System

The CCG discussed the need to provide a unified voice from Councils on certain topics.

Logo and letterhead

For the 40th anniversary and CCC meeting in 2016, the CCG developed a logo that is being used on various materials. At this meeting, the CCG reviewed a draft letterhead for future CCC correspondence.

fisherycouncils.org

The fisherycouncils.org website, which was redesigned after the 2016 CCG meeting, is a tool for the Councils to share joint messages and communication products and additionally serves as a repository for all CCC and SCS meeting documents, correspondences, and proceedings. MSA Reauthorization information and correspondence to and from the CCC is also posted here, along with draft bills, section-by-section summaries, Council comment letters, and the CCC working paper, all of which are more appropriately housed on a shared site. The NMFS website, which has archived CCC materials, is undergoing a transformation and may not act as a "file share service" in the future, making it especially important to have this information permanently available on fisherycouncils.org.

The site is designed to not require frequent updates and is easy to maintain. The MAFMC has agreed to keep the site updated with support/input from other CCG members.

Recommendation: Continue to host and maintain fisherycouncils.org as the repository for all CCC, SCS, and joint Council materials.

RFMC two-page overview

Mary Sabo from the MAFMC will update the two-page Regional Fishery Management Councils (RFMC) overview with minor changes to the quick facts section. This document was circulated to legislative staffers and stakeholders. Jennifer Gilden of the PFMC will use material from the same document to create a story map, a more interactive and detailed version of the same flyer that will be posted on the Regional Councils site. This material serves as an introduction to the Council process and role for those who are unfamiliar with the RFMCs.

3. Communicating effectively using social media

Cameron Rhodes from the SAFMC gave an overview of Fish Rules—a mobile online app—and how it was developed and is used. The GMFMC is also contracted with Fish Rules.

Although Fish Rules has competitors, it is the industry leader. Its developers are responsive, its utility robust and user-friendly, and fishermen engaged. NMFS is converting its site to be mobile-friendly, but Fish Rules is an app that works when there is no internet connection—using GPS—and shows both state and federal regulations. Additionally, the app is interactive, using alerts and a small social component. Currently, the app focuses on hosting recreational regulations and will eventually provide commercial regulations.

The CCG had a lengthy discussion regarding regulations and whose responsibility it is to host them. Those who use the app agreed that if a Council isn't currently hosting regulations, they shouldn't begin. The CCG agreed that the Code of Federal Regulations is not fisherman-friendly; both SAFMC and GMFMC saw a need for fishermen to have access to plain-English regulations and are working to meet that need. The Greater Atlantic Regional Fisheries Office (GARFO) is meeting that need for MAFMC and NEFMC. The CCG agreed that while regulations should ideally be hosted by NMFS, apps and similar technology allow Councils to address immediate needs to communicate with fishermen, such as up-to-date regulations, on a region-by-region basis.

Emily Muehlstein of the GMFMC gave an overview of platforms and metrics of social media sites the Council uses and noted that people who use social media use it as their primary source of news. She highlighted the term “digital divide,” where one is either a digital immigrant or digital native—reflecting comfort level with digital technology. In addition to using social media to share all Council communications, positive social content such as “Fish Fact Friday” or “Marine Map Monday” are used as time allows. YouTube is used to explain Council actions, although there is an up-front cost and learning curve to produce videos. YouTube audiences are typically “ready learners” who gain in-depth understanding from the videos.

Best practices:

- Draft and keep “rules of (social) engagement.”
- Engage the public with the appropriate social channels for a given Council’s audience (Facebook, Twitter, Instagram, etc.).
- Keep track of analytics.
- Write articles to answer FAQs on specific items that can be referred to over time.

- Use a content management system to monitor/post across platforms.
- Understand algorithms to be most effective on Facebook.
- If there are no resources to monitor Facebook/YouTube comments, turn them off.

4. Public comment inside/outside Council meetings

The CCG discussed commenting apps and forms under the earlier agenda item of public comment tools. There was brief discussion regarding public comment forms and the ability for the public to comment at committee meetings, which varied among Councils.

5. Working effectively with news/media

Janice Plante, NEFMC, gave a presentation on best practices when working with reporters and news outlets. She emphasized the importance of developing relationships with reporters and making time to talk with them. The NEFMC is now using press releases instead of newsletters, but she cautioned that, even with a carefully crafted press release, the media can extract and sensationalize any part of it. If misinformation has been distributed, seek a correction from the author and, if that fails, then the editor. At times, a counter-point story can be written for another publication or pitched to a different reporter. Services such as Meltwater or Stove Boat can provide media updates.

Best practices:

- Know your reporters and media representatives and develop relationships.
- Send out positive news stories often.

6. Regional and national communication between Councils and NOAA

Laurel Bryant from NOAA Office of Communications gave an introduction into fisheries communication. The NOAA Fisheries process for approving press releases is lengthy, and there are more effective ways to get news and priority messages out via social media, featured stories, and leadership messages. Partnerships with Councils and finding stories to highlight regional fisheries, programs, or species are ways to engage and educate the public. Contact information for NOAA Fisheries Communication personnel was included as part of the presentation for reference. The CCG reviewed NOAA Fisheries' video site and YouTube channel, and specific videos used for outreach and education were highlighted. There was a discussion of using these on individual Council pages along with translation or subtitles where necessary.

Best practices:

- All NOAA photos and videos are public domain and available for use. Councils are encouraged to use these freely..

Recommendation: In addition to reaching out to the Executive Directors of each Council when there is a message that needs to be amplified, NOAA Fisheries Communications should include the communication specialist or public information officer from each RFMC.

Rebecca Ferro gave an update on the NOAA Fisheries web transformation. The main goals are to bring the site up-to-date with current technology, use mobile-friendly architecture, and provide improved user experience. The scheduled five-year transition focuses on telling current stories and

highlighting relevant issues rather than serving as a file server for agency documents. Councils were encouraged to work with NOAA Fisheries Communication leads in their region to identify bugs and dead links.

There was a lengthy discussion regarding Section 508 Compliance of the Americans with Disability Act and the impact it has on website pages, written documents, and infographics. It was agreed that compliance with this Act would be an enormous undertaking. Some Councils are being proactive in this approach as time and resources allow, and others are waiting for a directive. It remains unclear exactly how the Act affects the RFMCs.

Best practices:

- Councils should use short, informative, 508 Compliance tutorials available on NOAA Fisheries website.

7. Council and advisory body meeting communication protocols

Sylvia Spalding from the WPFMC gave a report and led the round-table discussion on how each Council uses its Advisory Panels (APs), how they draft reports or minutes, and how they communicate to the Council.

The CCG noted that all RFMCs to have Council staff at each AP meeting. In most cases, the staff person helps draft the agenda, runs the meeting, and writes the report or minutes. Some Councils broadcast the meeting. It was generally agreed that when meetings are broadcast or recorded, they lose some informality and candor. Fishermen or industry advisors may be reluctant to speak openly and honestly on knowing they will be recorded. In some cases, new AP and committee chairs are brought to the Council office for training; in the CFMC, district AP members are encouraged to attend the SSC meetings as observers.

There was brief discussion regarding holding informal Q and A sessions during a Council meeting. Both the SAFMC and GMFMC have these sessions at Council meetings and noted they may be losing their effectiveness; an annual session may be more effective. It was noted by both SAFMC and GMFMC that having these sessions during every Council meeting can result in redundancy. Instead, it's beneficial to host Q&A's when the Council is addressing especially complex or important issues.

8. Education programs and training of Council staff

Marine Resources Education Program (MREP)

Kim Iverson from the SAFMC gave a history and overview of the Marine Resource Education Program (MREP), noting it is workshop-based, covers fisheries science and management, and is run by fishermen for fishermen. Partnering and developing relationships is the key to expansion of the program. Feedback has been overwhelmingly positive, and the program is evolving and growing. Jennifer Gilden of the PFMC noted the MREP development, success, and popularity in the Pacific region, and Alida Ortiz of the CFMC categorized MREP as the most successful educational program for fishermen in her region.

During the CCG discussion, it was noted that, since the program is so successful, it could be offered to congressional staffers, judicial members, or people in the supply chain.

Recommendation: The MREP steering committee should consider congressional staffers and other non-fishery groups for participation in MREP workshops.

Training for Council/AP/SSC

All Councils send new Council members to the new Council member training in DC. Some Councils on occasion send their staff, AP chairs and/or SSC members if space is available. It was agreed that, although the SSC and AP could benefit from training, it is not usually offered. There was lengthy discussion that, when SSC members communicate complex science in clear, plain language, it leads to a more engaged and educated public.

Recommendations: Offer a session at the National SSC workshop on communicating science.

Educational Initiatives

Sylvia Spalding of the WPFMC outlined the expansive educational initiatives available to people in the region as part of the Council's stewardship principles. Scholarships, internships and fellowships, summer programs and other opportunities are available through partnerships and grants administered by the WPFMC.

9. Publications and Outreach

Sylvia Spalding, WPFMC, reviewed the Council's publication and outreach initiatives and working with vendors. The CCG had a lengthy discussion regarding the emphasis placed in each Council on education and outreach, without a specified budget to support it. It was noted that on June 5, 2009, the CCC requested that NOAA provide the Councils with "\$2M as an additional annual allocation to the Councils specifically for outreach, education, and engagement, including funding for staff trained and dedicated for these activities", based on the NOAA Science Advisory Board Report on Engaging NOAA's Constituents (2008) that recommended that 10 percent of NOAA's budget should be dedicated to outreach and education. Most Councils produce materials as needed on a case-by-case basis. It was generally agreed that there is less focus on printed materials and that there may be a better way to distribute information. NEFMC was recently a major sponsor of an international scallop workshop, which, for a small investment, yielded large outreach results, positive media exposure, and enhanced the Council's position as a trusted organization.

The CCG expressed interest in developing an "outreach kit" that could be tailored to each region or issue. The CCG recognized the need to conduct a poll on Council outreach and IT resources and background.

Best practices:

- Understand audience and distribution before you publish printed material.

Recommendations: The CCC and NOAA reconsider the 2009 request for additional, dedicated funding for education, outreach, and engagement.

Alida Ortiz from the CFMC gave a presentation on the impacts of the hurricanes Irma and Maria on the region. The CFMC had a meeting scheduled for September 22, 2017, but the hurricane hit September 20. Despite great challenges, the Council convened in December to meet with fishermen and to prepare



a report to FEMA and other disaster agencies. She noted that fishery resources change with hurricanes but recover faster than fishery infrastructure, and agencies need to be prepared for this change.

Council electronics, social media, and broadcasting

Staff	Council	Allow Computers, etc. at table?	iPhone, iPad, etc. provided by Council and to whom?	Stream Audio/Video? What program?	Online storage of audio?	Online meeting program(s)?	Allow email submission of comments?	Photo / Video database	File sharing program(s)	Social Media. Type. Administrator(s). One-way or forum?	Website program(s) and host? Who administers?	Email program	Electronic distribution program? What distributed?	Media outlets and/or contractors	Newsletters & other publications	Software programs?	E-calendar external? Internal?	Willing to present? On what topic(s)?
Maria Shawback, Peggy Kircher	NPFMC, 2018	flat pad devices only for document management; Council provides wireless at all meetings	Council provides ipads and iphones for staff; have two loaner ipads for meetings. Council members provide own devices	Adobeconnect. Audio only, and post documents/motions/presentations	Box.net	Granicus (npfmc.legistar.com) Hoping to develop own platform by end of year	Developed a commenting app 2/18: comments.npfmc.org	We have a public flickr account, hoping to use google photos to identify and catalog	dropbox and box.net	No. Tried twitter. Abandoned	wordpress. Godaddy. Maria manages the site, individual staff can update certain pages.	mozilla (which we hate, we only keep for our list management)	mailchimp for agenda and newsletters	n/a	newsletter after each council meeting, so 5 a year, entirely online.	most all adobe suite of software, and office software. Endnote share with NMFS, Filezilla for FTPing, and thinking about moving everything - files and software - to the cloud.	internal? A paper calendar on the wall!	
Sandra Krasue, Jennifer Gilden	PFMC (updated 2015)	Yes. All kinds. Council provides wireless.	No.	GoToMeeting	On website and FTP site.	?	Yes, pfmc.comments@noaa.gov	We don't have one. Have experimented with Pinterest.	Dropbox	Online Blog, Twitter, Facebook, Pinterest. Admin: Jennifer, Sandra. Mostly one way but will respond to questions/complaints.	Wordpress. Sandra manages site. Jennifer and staff add content.	Gmail	VerticalResponse is our listserver	n/a	Newsletter 4x year, short summary (The Line) about 4x year	Adobe Acrobat Pro; MS Office Pro, Endnote (NMFS); WS FTP Pro for FTP;	External: Basic event calendar available on website. Internal: Google Calendar	managingfisheries.org
Sylvia Spalding, Loren Bullard	WPFMC, 2018	Yes. All kinds. Council provides wireless.	computers to staff; cell phone/iPad to exec director	Webex	No.	Webex. Google hangouts (AP)	Yes.	No	Dropbox and Google drive for external sharing. Sharepoint for internal file sharing.	Facebook, Twitter, youtube, Vimeo, ISSUU. Three staff. One-way (but messages get posted on Facebook anyway)	WordPress. ISSUU. Hostgator, Network Solutions and Go Daddy. All staff.	Thunderbird and gmail	Constant Contact. Press releases, newsletter, announcements, other communications (e.g., newsworthy articles)	ENN World Wire, StoveBoat	Quarterly newsletter, monographs, brochures, posters, displays, videos, radio, lunar calendars, grey literature, proceedings, books, signs	PhotoShop, Adobe Acrobat, Adobe InDesign, MovieMaker.	External - website. Internal - Microsoft Outlook.	
Janice Plante	NEFMC	All kinds. Council provides wireless in mtg room.	None except PAO receives cell phone stipend.	gotowebinar.com	On website, MP3's by agenda item	GoToMtg	Yes		DropBox		Web designer hosts. One admin staffer posts	Outlook	Mail Chimp	Meltwater	Newsletter 5x/yr	MS Publisher	Both	Meltwater and whatever else.
Mary Clark	MAFMC	Yes. All kinds. Council provides wireless.	Computers for all staff; Tablets for technical staff upon request	Adobe Connect - Audio and presentations	Links to webinar recordings (audio + presentation) for each agenda item are posted on the Council's website after meetings.	Adobe Connect	Yes. We accept comments via email, mail, and fax. Online comment forms are also available for specific amendments and frameworks.	No. We would like to but don't have the staff time to maintain.	SharePoint. Google Drive for some older documents. These are primarily for sharing files among staff. Nearly everything publicly available is posted on our website.	Twitter	Squarespace. Mary manages the site. Two other staff members post content as needed.	Outlook/Office 365	iContact - press releases, meeting agendas, other announcements as needed	No formal arrangements. Staff use Google alerts to keep up with news on mid-Atlantic fisheries	Post-meeting report 6/year; press releases (15-20/year); fact sheets as needed	MS Office Suite; Adobe Acrobat, Illustrator, Lightroom, and Photoshop	External - website; Internal - Outlook/Office 365	
Kim Iverson, Cameron Rhodes	SAFMC	Yes. All kinds. Council provides wireless.	iPhone for Council Chair if needed	Yes - Live Streaming via Go To Meeting (screen capture and audio only)	Audio and transcription of meetings available on request.	GoToWebinar	Yes.	Video presentations from website and YouTube	Dropbox	Facebook (interactive); YouTube Channel used for posting presentations; Twitter (inactive) - FB Staff Social Scientist and YouTube/Twitter Outreach Specialist	Drupal hosted by contracted host. Administered by Outreach Specialist	Outlook	Constant Contact	None	Quarterly Newsletter (print and email distribution), MPA Brochure, Other brochures as needed	Adobe Package (InDesign, Photo Shop, Illustrator), MS Office (Word, Excel, PPT), iMovie, Photo (Apple)	Outlook calendar internal; Google Calendar from Website	If helpful, yes
Lia Hibert, Diana Martino, Alida Ortiz	CFMC	Yes, all kinds. Council provides wireless	Computers to all staff. Cellphones to key personnel	GoToMeeting.com audio only	Verbatim transcription and audio available on website		Yes, specific emails for specific action.	We don't have either one at this time	In house server and dropbox	No. Maybe in the future	Website development and management done by staff	Yahoo mail	Press Releases, notices, newsletters, ...	N/A	Bulletins, News Releases, newsletters...		No	
Emily Muehstein	GMFMC	Yes, all kinds. Council provides wireless.	No phones provided; however, staff does receive a quarterly cell phone stipend. Also, no iPads provided, but we do have two office iPads that we use to sign-up stakeholders for public comment.	Gulf Council TV: GoToWebinar. Video stream (audio and screen capture only) all meetings, including AP and SSC meetings, but excluding public hearings and scoping workshops.	MP3s by agenda item stored on file server. Verbatim transcriptions stored on network. All available by request.	GoToWebinar	Yes. Comments can be submitted via U.S. mail, email to gulfcouncil@gulfcouncil.org, or via our online comment forms specific to each amendment. Forms are developed using google sheets. Comments submitted via comment form are automatically posted on our website. Other comments submitted are regularly uploaded to the website.	We have an online video library that includes educational videos. We also have a YouTube channel for all of our public hearing and scoping workshop videos.	Google docs, dropbox	Facebook, blog	Dreamweaver, hosted by Network Solutions. Administered by me.	Outlook	Constant Contact: Press releases and meeting notices.	None	Quarterly newsletter; Council Meeting Updates; Navigating the Council Process; Amendment Guides; Regulations; Postcards	Adobe Dreamweaver, InDesign, Photoshop, Illustrator, (Creative Cloud Suite), Word, Excel, Powerpoint, Video editing software, iMovie, iWeb	Outlook calendar - two calendars - internal and external. Pdf external and post to web monthly.	whatever you need.



COUNCIL COMMUNICATION GROUP

May 22-23, 2018

Sitka, Alaska



CCG

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- ▶ Mary Sabo, MAFMC
- ▶ Janice Plante, NEFMC
- ▶ Kim Iverson, SAFMC
- ▶ Cameron Rhodes, SAFMC

Communication tools and procedures

Sea Turtle Release Protocol a

This online comment form provides another opportunity for the public to provide input on the proposed amendment. A copy of the draft amendment can be found on the www.gulfcouncil.org. For assistance, please call 813-348-1630.

* Required

Enter your full name *

email address *

City, State, Zip Code

Check all that apply

- Private Recreational Angler
- Charter/Headboat For-Hire
- Commercial Fisher
- NGO
- Other

Comments *

Snapper Grouper Regulatory Amendment 30

Please complete the form below to submit your public comment on Snapper Grouper Regulatory Amendment 30 (red grouper rebuilding plan).

Have questions or need help? Contact the SAFMC office at 843-571-3466.

Name *

First

Last

Email

City

State

ZIP code

Check All That Apply

- Private Recreational
- Commercial
- For-Hire
- Wholesale/Dealer/Retail
- Non-Govt Org (NGO)
- Other

Please type your comments in the space provided below.

Agenda Item

Comment

[View Comments](#)

C1 Observer Annual Report and OAC Report

Name

Organization

Email Address

Comments

0/4000 characters. If your comment is longer than 4000 characters, please upload it as an attachment.

Attachments

No file chosen

I'm not a robot



reCAPTCHA
Privacy - Terms

PUBLIC COMMENT PORTALS

BEST PRACTICES

- ▶ Understand where all electronic comments and other data are stored and where they are backed up regardless of what application is in use.
- ▶ Ensure that data is searchable for FOIA purposes.
- ▶ Create and use a style guide for website postings to ensure clarity and uniformity across the site.
- ▶ Internet speeds and connectivity issues should be written into hotel contracts.
- ▶ Meeting broadcasts can be conducted over Council wifi hotspots when the hotel internet is unreliable.

Promoting the regional council system

Providing a unified voice among all regions



Caribbean
Miguel Rolon
Executive Director
Carlos Fanchette
Chair

Gulf of Mexico
Doug Gregory
Executive Director
Leann Bosarge
Chair

Mid Atlantic
Dr. Christopher Moore
Executive Director
Mike Luisi
Chair

New England
Thomas Nies
Executive Director
Dr. John Quinn
Chair

North Pacific
David Witherell
Executive Director
Dan Hull
Chair

Pacific
Chuck Tracy
Executive Director
Phil Anderson
Chair

South Atlantic
Gregg Waugh
Executive Director
Charles Phillips
Chair

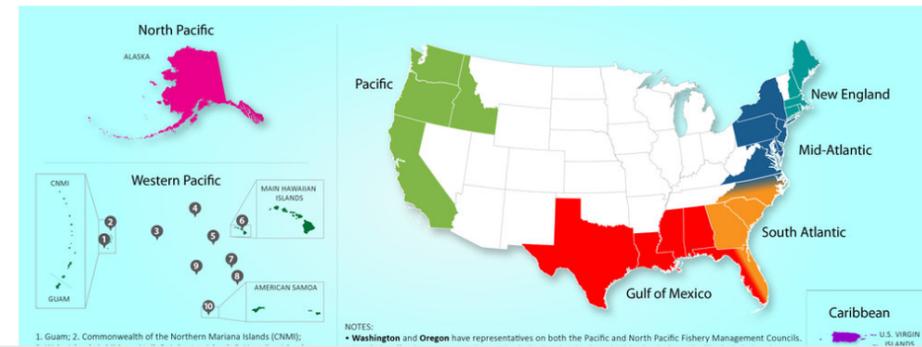
Western Pacific
Kitty Simonds
Executive Director
Edwin Ebiai
Chair



CONSERVING AND MANAGING THE FISHERIES OF THE UNITED STATES

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The Magnuson-Stevens Fishery Conservation and Management Act (MSA) is the main law that governs fishing in U.S. federal waters, ranging from 3 to 200 miles offshore. First passed in 1976, the MSA established a 200-mile Exclusive Economic Zone (EEZ) and created eight regional fishery management councils to manage our nation's marine fishery resources. This unprecedented management system gives fishery managers the flexibility to use local level input to develop management strategies appropriate for each region's unique fisheries, challenges, and opportunities.



Recommendation: Continue to host and maintain fisherycouncils.org as the repository for all CCC, SCS, and joint Council materials.

Communicating effectively using social media

BEST PRACTICES

The screenshot shows the Facebook profile for the South Atlantic Fishery Management Council. The profile picture is a circular logo with a map of the South Atlantic region and the text "South Atlantic Fishery Management Council" and "To Conserve and Manage". The cover photo shows several fishing boats docked at a pier. The page name is "South Atlantic Fishery Management Council" with the handle "@SouthAtlanticCouncil". The navigation menu on the left includes Home, About, Posts, Photos, Videos, Notes, Events, and Community. A post from the council is visible, mentioning the "Fish Rules App".

The screenshot shows the Twitter profile for the Mid-Atlantic Fishery Management Council. The profile picture is a circular logo with a fish and the text "MID-ATLANTIC FISHERY MANAGEMENT COUNCIL". The cover photo shows a fishing boat on the ocean. The bio states: "The Mid-Atlantic Fishery Management Council is responsible for management of fisheries in federal waters off the Mid-". The statistics are: Tweets 1,003, Following 178, Followers 1,206, and Likes 27. A tweet from @MidAtlanticFish is visible, dated May 18, with the text: "BOEM Extends Comment Period for Providing Feedback Path Forward for Offshore Renewable Energy Leasing boem.gov/note05182018/".

The screenshot shows the YouTube channel for the Gulf Council. The channel name is "Gulf Council" with 92 subscribers. The navigation menu includes HOME, VIDEOS, PLAYLISTS, and CHANNELS. The "Uploads" section is active, showing a list of videos. The first video is "Amendment 49 - Sea Turtle Release Gear and Framework..." with 7 views and uploaded 2 weeks ago. The second video is "Coral 9 Public Hearing" with 18 views and uploaded 2 weeks ago. The third video is "Coral Hearing" with 65 views. Each video thumbnail includes a title, a small image of a person, and a duration.

Engage the public with the appropriate social channels for a given Council's audience

- ▶ Draft and keep “rules of (social) engagement.”
- ▶ Engage the public with the appropriate social channels for a given Council’s audience (Facebook, Twitter, Instagram, etc.).
- ▶ Keep track of analytics.
- ▶ Write articles to answer FAQs on specific items that can be referred to over time.
- ▶ Use a content management system to monitor/post across platforms.
- ▶ Understand algorithms to be most effective on Facebook.
- ▶ If there are no resources to monitor Facebook/Youtube comments, turn them off.

Best Practices

Working effectively with news media



Know your reporters and media representatives and develop relationships.

Send out positive news stories often.

Regional and national communications between Councils and NOAA Fisheries

NOAA FISHERIES
National Oceanic and Atmospheric Administration

Search NOAA Fisheries

Find a Species - Fishing & Seafood - Protecting Marine Life - Environment - Regions -

Status of Stocks 2017

Overfished list drops to new all-time low.

[Read More >](#)

NOAA Fisheries Homepage

NOAA Fisheries
2,540 subscribers

SUBSCRIBE 2.5K

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Steller Sea Lions: Citizen Science at Work

156 views • 6 days ago

You can help scientists identify photos of marked Steller sea lions in the Aleutian Islands - go to <https://www.zooniverse.org/projects/s...> NOAA Scientists are tracking this endangered population western Aleutian Islands, Alaska.

RELATED CHANNELS

oceanexplorergov
SUBSCRIBE

BBC Earth
SUBSCRIBE

0:00 / 3:36

Best Practice

- ▶ Councils should use short, informative, 508 Compliance tutorials available on NOAA Fisheries website.
- ▶ All NOAA photos and videos are public domain and can be used in publications



Recommendation

- ▶ NOAA Fisheries Communications should include the communication specialist or public information officer from each RFMC

Council and advisory
body meeting and
protocols

Round table discussion on Advisory bodies



- ▶ WPFMC has 20 APs
- ▶ Some AP members sit in on SSC meetings as observers
- ▶ Some committees may be reluctant to be recorded or broadcast – may inhibit open dialogue
- ▶ A few APs meet only via webinar

Education programs and training

MREP and Communicating Science

Recommendations

- ▶ The MREP steering committee should consider congressional staffers and other non-fishery groups for participation in MREP workgroups
 - ▶ Offer a session at the SCS workshop on communicating science
- 

Publications and outreach



- ▶ **Best practice:** Understand audience and distribution before you publish printed material.
- ▶ **Recommendations:** The CCC and NOAA reconsider the 2009 request for additional, dedicated funding for education, outreach, and engagement.

Education and Outreach