



# Strategic Communications and Outreach Updates



**NOAA**  
**FISHERIES**

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# Strategic Communications



- Leverage existing communications capacity with national messages & narratives
- Use multi-purpose platforms for multiple audiences
- Show how science informs management with engaging feature stories, podcasts & videos

# National Web Campaigns

- Species in the Spotlight
- National Seafood Month
- Sea Turtle Week
- Shark Week
- Aquaculture Week
- Orca Month
- Habitat Month
- Endangered Species Day
- World Fish Migration Day
- National Estuaries Day
- National Oyster Day
- Coastal Safety Week



# The Magnuson-Stevens Act—40<sup>th</sup> Anniversary

- Six-month web campaign to tell the story of the MSA & our journey to become a current leader in sustainable fisheries
- Splash page
- Repurposed web content
- Social Media: 40 Facts about the MSA using #MSA40
- Essential Fish Habitat 20<sup>th</sup> Anniversary content



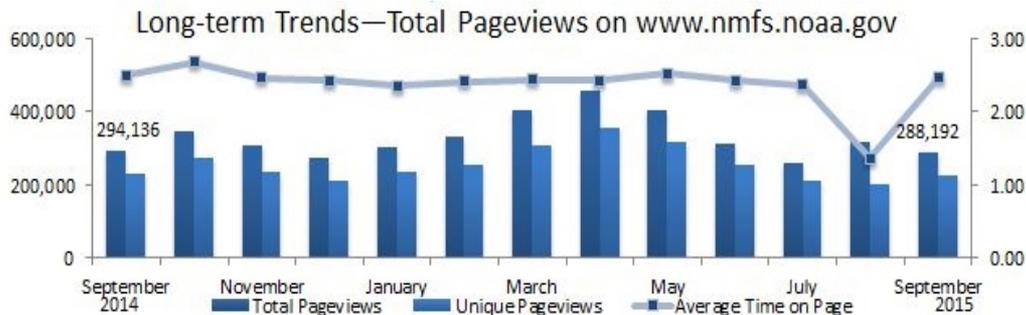
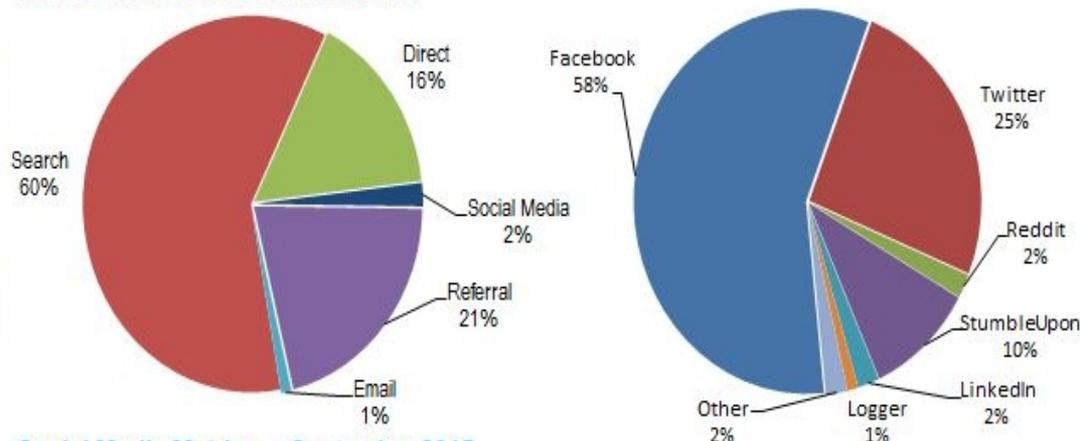
# Online Communications

- 4 million visitors per year
- 13.5% increase to HQ sites
- Social media:  
 Facebook – 40,000  
 Twitter – 28,000  
 Instagram – 25,000



## Online Trends – September 2015

How Do Visitors Find Our Website?



# Outreach Efforts

- Expanding stakeholder base—**13,919** active *FishNews* subscribers
- Participation of expertise at key events
- Targeting retail, hospitality, food service and culinary



The screenshot shows the NOAA Fisheries FishNews website. The header features the NOAA logo, the text "NOAA FISHERIES", and "FishNews" in large white letters. Below the header is a navigation bar with links for "Subscribe", "FishNews Archive", and "NOAA Fisheries", along with social media icons for Facebook, Twitter, and YouTube. The main content area is divided into two columns. The left column is titled "September 30, 2015" and "EVENTS". It lists two events: "October 1 Webinar held by the Mid-Atlantic Fishery Management Council to discuss proposed action to protect unmanaged forage species." and "October 5-8 Gulf of Mexico Fishery Management Council". The right column is titled "HIGHLIGHTS" and features a large image of a school of fish swimming in a coral reef. Below the image is the text "Draft Ecosystem-Based Fisheries Management Policy".

# FishWatch Goes Mobile



**FISHWATCH**  
U.S. SEAFOOD FACTS

**FISH  
FINDER**

**SUSTAINABLE  
SEAFOOD**

**EATING  
SEAFOOD**



FIND A FISH:



WILD

FARMED

ALL



The nation's database on sustainable seafood



## Find a Fish

Search by name...



Show all Profiles

Search by Region

### About

Get the most up-to-date info on popular seafood harvested or farmed in the U.S. to help you make educated seafood choices.

### Management

The U.S. is a global leader in sustainable seafood thanks to a rigorous science-based fisheries management process.

### Aquaculture

Aquaculture is critical to meet the growing seafood demand, help build wild fish stocks, and reduce dependence on imports.

### Global

NOAA plays an active role in shaping the conversation and management of international fisheries and aquaculture.

# Easy to Find & Search for Species Info

Show all Profiles Search by Name

Select a Region Below



FIND A FISH:

 <p>Acadian Redfish</p>	 <p>Alaska Pollock</p>	 <p>Alaska Snow Crab</p>
 <p>American Lobster</p>	 <p>Arrowtooth Flounder</p>	 <p>Atlantic Bigeye Tuna</p>
 <p></p>	 <p></p>	 <p></p>

# Butterfish

*Peprilus triacanthus*



## ALSO KNOWN AS

American butterfish • Atlantic butterfish • Dollarfish • Shiner • Skipjack • Sheepshead • Harvestfish

*U.S. wild-caught butterfish is a smart seafood choice because it is sustainably managed and responsibly harvested under U.S. regulations.*



### POPULATION

Above target population level.



### FISHING RATE

At recommended level.



### HABITAT IMPACTS

Fishing gears used to harvest butterfish have minimal impacts on habitat.



### BYCATCH

Regulations limit possession of bycatch species and require modified fishing gear to reduce bycatch.

### AVAILABILITY

Year-round.

### SOURCE

U.S. wild-caught from Maine to South Carolina.

### TASTE

Fatty, oily, and delicious.

### HEALTH BENEFITS

Butterfish is a good source of niacin, vitamin B6, phosphorus, protein, vitamin B12, and selenium.



- Fisheries Home
- About Us
- Programs
- Regions
- Science Centers
- Partners
- News & Multimedia
- Fisheries Resources
- Congress
- Educators and Students
- Get Involved
- Forms



Oct 1: NOAA Fisheries celebrates National Seafood Month and highlights U.S. fisheries as a global leader in responsible management and sustainable seafood. [Read More . . .](#)

FOLLOW US:



[Highlights](#)

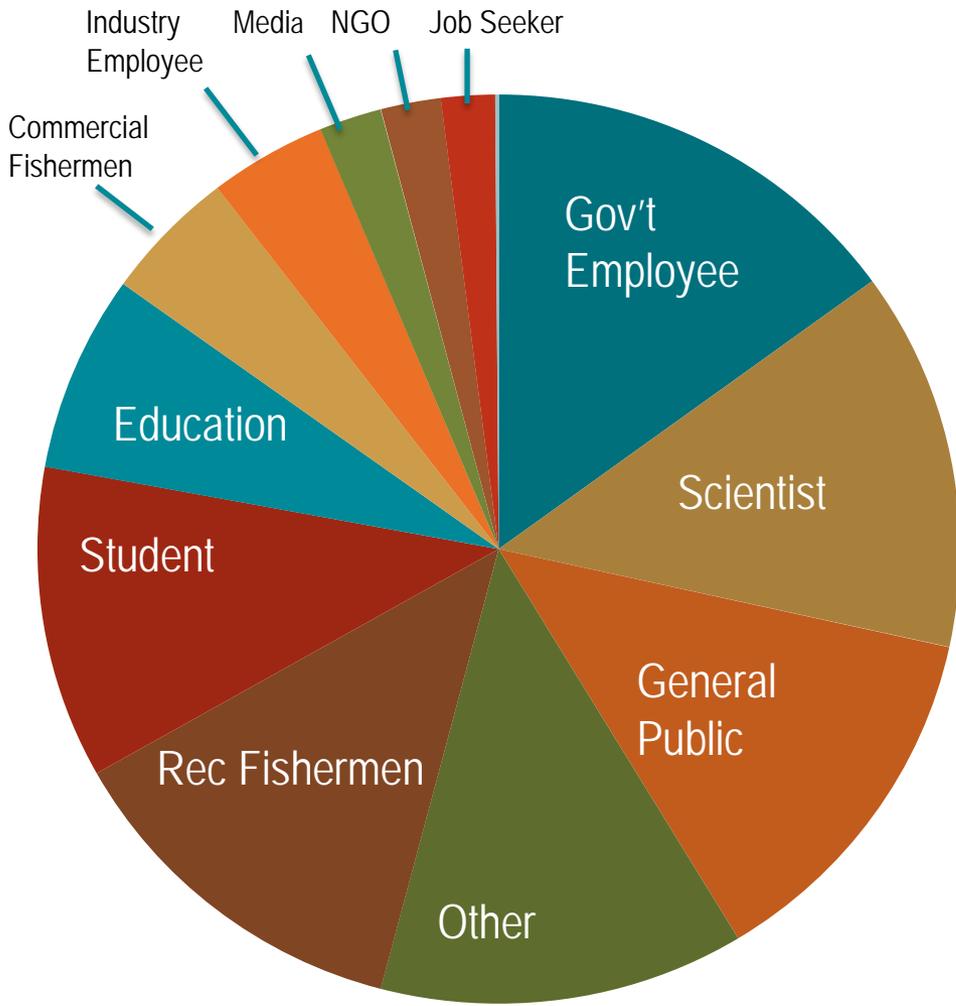
[The Science Behind...](#)

[News By Region](#)

[Latest News | News Room](#)



# Gathering Data – 1,621 Survey Responses



- Govt. Employee - 240
- Scientist - 216
- General Public - 206
- Other - 205
- Rec. Fishermen - 203
- Student - 178
- Educator - 112
- Commercial Fishermen - 75
- Industry Employee - 66
- Media - 35
- NGO Employee - 34
- Job Seeker - 30
- Tribe Member - 2

## Top Tasks—Across Sites

Find Specific Info - 783
Other - 237
Find Report or Publication – 155
Check Recent News - 127
Permits - 61
Contact Fisheries - 43
Jobs/Internships - 34
Info on Specific Marine Species - 27
Download Forms - 25
Podcast/Video - 24
Find Scientific Data – 21
Fishery/Fish Stock Data - 15
Rules/Regs – 15
School Project – 11
Photos – 7
Curriculum – 5
Consultations -- 5
Grants/Funding Opportunities – 2
Enforcement Compliant – 2
Report Stranding – 2

Stay tuned for our #MSA40 campaign and much more coming soon.



# Questions?

