



Devon & Severn IFCA – Communications Report 22/05/18 – 21/08/18

Communications Activity:

Enewsletter: Summer Enewsletter August 2018 (publication end August – awaiting boat launch date)

Media Activity:

Production and circulation of **Press Releases** to media:

- Gloucester Court Case
- MCS Visit to D&S IFCA and Brixham Fish Market
- Sea Bass Survey (tagging juvenile seabass) with Plymouth University

Press Coverage:

- Fishing News, Plymouth Herald, WMNs, The Fish Site, North Devon Gazette, Devon Live
- Keith Rossiter, MCS visit in July (WMNs)
- VMS launch (tbc)

Highlighted information (social media and website)

- Publication of Annual Plan
- Criteria to measure our success
- GDPR compliance – our responsibilities
- Illegal netting removal in Torbay
- Defra Survey on performance of IFCAs
- Bait surveys
- Compliance and enforcement policy
- Enforcement patrols – compliance checks
- Research (Cuttlefish, wrasse, mussels, bait collection)
- Survey on impact of seals on commercial fishing activity
- Voluntary codes of Conduct for Anglers
- Byelaws and permits
- Reporting suspected illegal or suspicious fishing activity (Increased reports received via social media and passed on to Enforcement Team)
- Sea Bass – catch and release regulations for recreational anglers
- Marine Pioneer project update
- Lyme Bay Reserve Meeting (attended by Sarah Clark)
- V Notched and berried lobster landing regulations

Social Media Management:

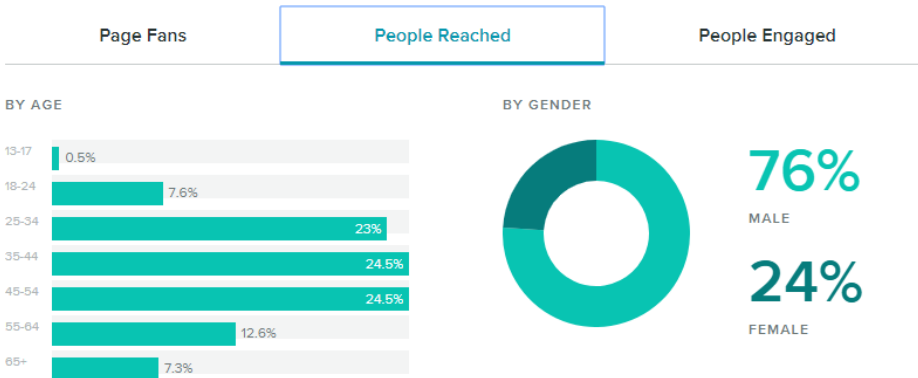
Total Impressions*: 361k (*number of times content was seen in News Feed or visits to Pages)

Total Engagements*: 6.213 (*total number of reactions, comments, shares, retweets, replies with audience)

Link Clicks*: 969 (for further information)

Facebook: No. of followers 264 (+38%)

Facebook Audience Demographics

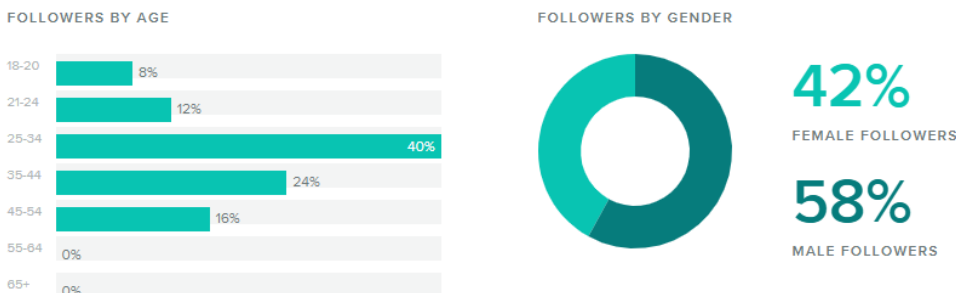


Top Facebook posts (Based on number of people content reached, includes content 'shared' with others) with links to websites for further information:

1. Bass – catch and release for recreational anglers (15k)
2. D&S: Patrols in Plymouth (9k)
3. Reporting illegal or suspicious fishing activity (2.5k)
4. Outcome of Gloucester Court Case (2k)
5. Skerries Bank Voluntary Code of Conduct (1.5k)

Twitter No. of Followers: 2,631 (+4%)

Twitter Audience Demographics



Top Twitter Posts (based on number of people content reached, includes Retweets) with website links to further information

1. Bass catch and release regulations (839k)
2. Defra survey on performance of IFCA's (29k)
3. Bass tagging project (14k)
4. Stats on commercial fishing danger risk (15k)
5. V Notched Lobsters (8.9k)