



Devon & Severn IFCA – Communications Report 22/11/18 - 27/02/19

Communications Activity:

Enewsletter: Winter Enewsletter December 2018 (postponed to Spring 2019)

Media Activity:

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

- Court Case (Dec)
- Sea Tests on New Boat and Official Launch day (pending)
- Promotion of rib launch/naming ceremony (pending, awaiting full details)

Highlighted information (social media and website)

- Defra Summary Report on conduct and operation of D&S IFCA
- Classification sampling of Lyme Bay Mussels
- Live Wrasse Fishery Report
- Netting Patrols (Severn and Somerset)
- Bass Restrictions for 2019
- AIFCA Management of English Inshore Marine Protected Areas by IFCAs
- Monitoring of Scallop dredging in Salcombe
- Scallop Management Conference
- Crab Tile Consultation
- Crab Tile Consultation Drop in Surgeries
- Crab Tile Consultation Feedback
- Cefas consultation on Bass Fisheries
- Environment Officer recruitment
- Coastal Futures Conference (attended by Sarah Clark)
- Preparations for Catch Certificates

- Blue fin Tuna
- Enforcement Patrols
- Brexit guidelines for 'no deal' for fishers
- Codes of conduct for Burnham-Berrow, Emsstrom Wreck and Skerries Bank
- Byelaw updates/reminders
- EFRA scrutiny of Fisheries Bill
- Discards Ban
- Lyme Bay Reserve Minutes
- Update on Marine Pioneer Steering Group Meeting

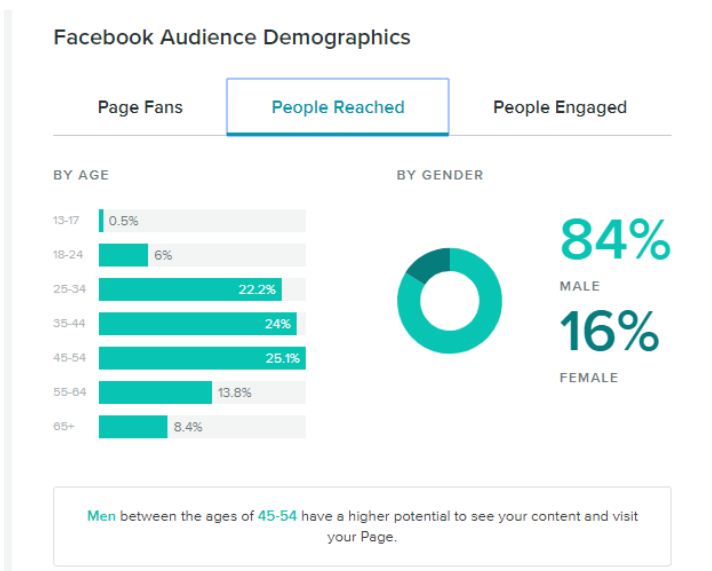
Social Media Management:

Total Impressions*: 199k (*number of times content was seen in News Feed or visits to Pages)

Total Engagements*: 2.6kk (*total number of reactions, comments, shares, retweets, replies with audience)

Link Clicks*: 2k (for further information)

Facebook: No. of followers: 318 (+6%)



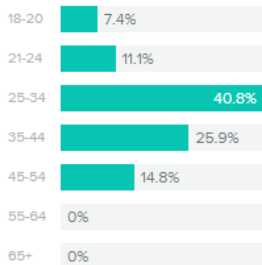
Top Facebook posts (Based on number of people content reached, includes content 'shared' with others) with links to websites for further information:

1. Seabass – changes to regulations 9k reach
2. Crab Tiles Consultation 3.7k reach
3. Objectives, work streams and drivers in Annual Plan 3.2k
4. Salcombe enforcement patrol 3k reach
5. Information on D&S IFCA 1.5k reach

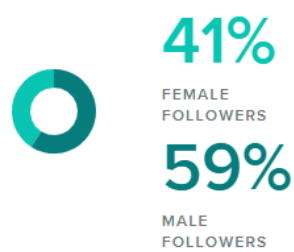
Twitter No. of Followers: 2,8k (+3%)

Twitter Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



Men and people between the ages of 25-34 appear to be the leading force among your followers.

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

1. Interactive Maritime Trust shipwreck map (24k reach)
2. Bass regulations (20k reach)
3. Environment Officer Job Opportunity with D&S IFCA (18k reach)
4. Links to D&S IFCA recent research papers (18k)
5. MMO guidance on Landing Obligation 2019 (17k)