



## **Devon & Severn IFCA – Communications Report 23/11/17 to 26/02/18**

### **Communications Activity:**

**Enewsletter:** Spring Enewsletter due for publication 9<sup>th</sup> March

**Communications Plan:** Published on website

### **Online Consultation and Mailing List Forms:**

Diving Permit Stage 1 Consultation (8 responses)

Potting Permit Stage 2 Consultation (1 response)

Potting Permit (Wrasse) Stage 2 Consultation

Mobile Fishing Stage 2 Consultation (1 response)

Enewsletter Mailing list sign up (23 responses)

Consultation Mailing list sign up (15 responses)

### **Media Activity:**

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

December: Diving Permit

January: Fishing News feature

February: Netting Byelaw

Interviews: Tim Robbins: WMNs (Diving Permit), Mat Mander: BBC Spotlight, WMNs & Radio Devon re. Netting Byelaw

Press Coverage: BBC Spotlight, Radio Devon, Western Morning News, Plymouth Herald, Devon Live, Fishing News, Seafish, Real Fish Fight News, Fish and Seafood Daily

### **Social Media Management:**

Total Impressions\*: 272k (\*number of times content was seen in News Feed or visits to FB and Twitter Pages)

Total Engagements\*: 4,310 (\*total number of reactions, comments, shares, retweets, replies with audience)

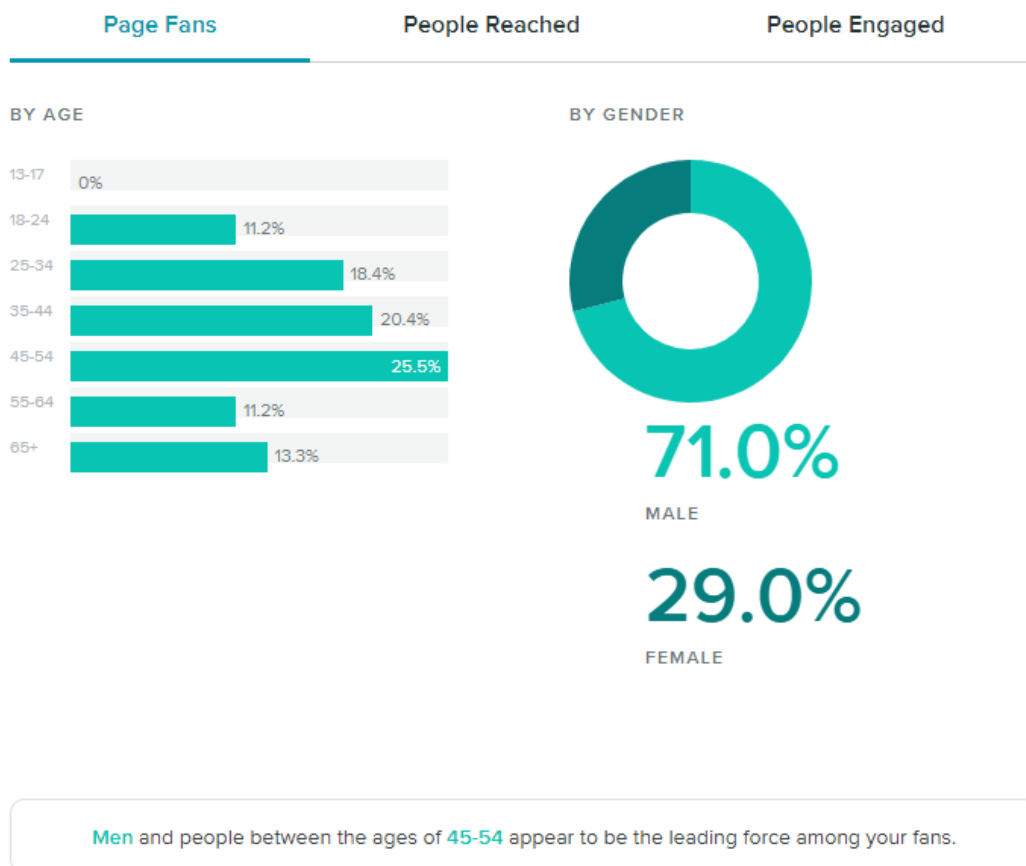
*Reduction in engagement (15%) from previous quarter due to one extremely high reach post in previous quarter, (injured seal) reach 240k, 66 RTs*

Klout\*: **56** 26/02/18 (November 54, December 55, January 55)

*\*Klout is the social media value ranking, from 1-100, 40 being a good average. Measurement of influence, by 'reach' 'amplification' and 'network impact' high scores reflect actively engaged audience with an impact on a wider audience.*

**Facebook:** No. of followers 99 (+50%)

### Facebook Audience Demographics



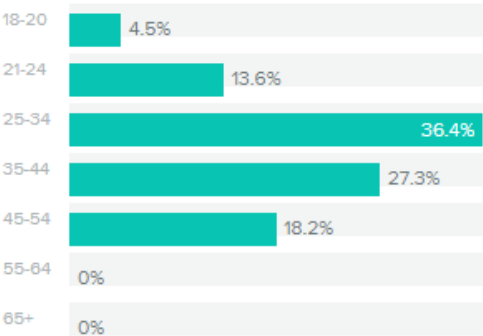
**Top Facebook posts** (Based on number of people content reached, includes content 'shared' with others) with links to websites for further information:

1. **New Netting byelaw (1,902)**
2. **Diving Permit Consultation (1,076)**
3. Infographic on Lyme Bay Fisheries (861)
4. MCS Beach Cleans (542)
5. **Officers checking scallop curfew compliance (387)**

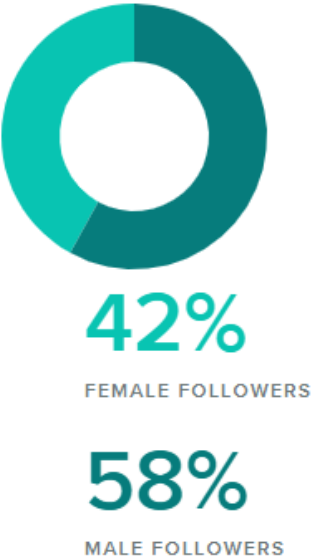
Twitter No. of Followers: 2,400 (+9%)

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 recent followers.

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

- 1. MCS Beach Cleans (190k)
- 2. Limpet Study by Capturing our Coast (180k)
- 3. MBA Conference (148k)
- 4. **Officers checking compliance at Lyme Bay (120k)**
- 5. Board Members for MMO (118k)

### Klout Comparison Table:

<u>Organisation</u>	<u>Klout</u>	<u>Twitter Followers</u>	<u>FB Likes</u>
<b>National</b>			
Environment Agency	88	516k	36k
Defra UK	80	122k	7k
MMO	77	6.5k	1k
<b>Regional IFCA's</b>			
Devon Wildlife Trust	64	28k	8k
Environment Agency SW	63	23.5k	-
<b>Devon &amp; Severn IFCA</b>	<b>56</b>	<b>2.4k</b>	<b>107</b>
Westcountry Rivers Trust	53	3.6k	834
Natural England SW	52	3.6k	-
<b>Southern IFCA</b>	<b>51</b>	<b>2.5k</b>	<b>700</b>
Marine Institute (Plymouth Uni)	51	4.5k	48k
<b>Eastern IFCA</b>	<b>45</b>	<b>995</b>	<b>155</b>
Severn Estuary Partnership	45	1.5k	193
<b>Northumberland IFCA</b>	<b>43</b>	<b>565</b>	<b>265</b>
<b>Kent &amp; Essex IFCA</b>	<b>42</b>	<b>471</b>	<b>23</b>
<b>Association of IFCA</b>	<b>41</b>	<b>294</b>	<b>16</b>
South Devon & Channel Shell fishermen	41	547	1.3k
<b>North Western IFCA</b>	<b>39</b>	<b>570</b>	<b>44</b>
<b>Sussex IFCA</b>	<b>36</b>	<b>1.3k</b>	<b>547</b>
<b>Isles of Scilly IFCA</b>	<b>24</b>	<b>330</b>	<b>378</b>