



Fisheries Information & Technology Section

AMERICAN FISHERIES SOCIETY

AFS Fisheries Information and Technology Section Communications and Outreach Report

Submitted by Sarah Grasty

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Communications and Outreach Coordinator

The person holding this position is responsible for coordinating communications with and among FITS members and between the Section and the AFS Parent society and other Divisions and Sections. This position is filled through appointment by the FITS President.

Website

In the past year, the FITS Executive Committee decided to port over the website to the formal AFS platform. The site can be reached using the following URL: <https://units.fisheries.org/fits/>. Work is ongoing to update certain portions of the site, namely the Tools and Resources, but overall the website is fully functional and serving the purposes of the section. Statistics for April 17 thru July 30, 2018 are available in Figure 1.

Newsletter

In lieu of a standard newsletter, FITS has transitioned to sending smaller announcements via email. With the transition of the website to the AFS multisite, the plan is to post these announcements on the website and automatically email members via MailChimp RSS feed at the interval requested by the individual member.

Social Media

Our Facebook page has continued to be successful. It is believed that this is the appropriate social media account for the Section and the Twitter account has been deactivated. Other than section related information and events, our goal will be to post at least weekly on news relating to fisheries technology to keep up member engagement. The page can be found at www.facebook.com/AFSFITS. Insights were compiled from 01 July 2017 to 30 July 2018 and are reported in Figures 2 and 3. Our current LIKE count is 309 and we have 313 FOLLOWERS.



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Figure 1. Website statistics for April 17, 2018 thru July 30, 2018

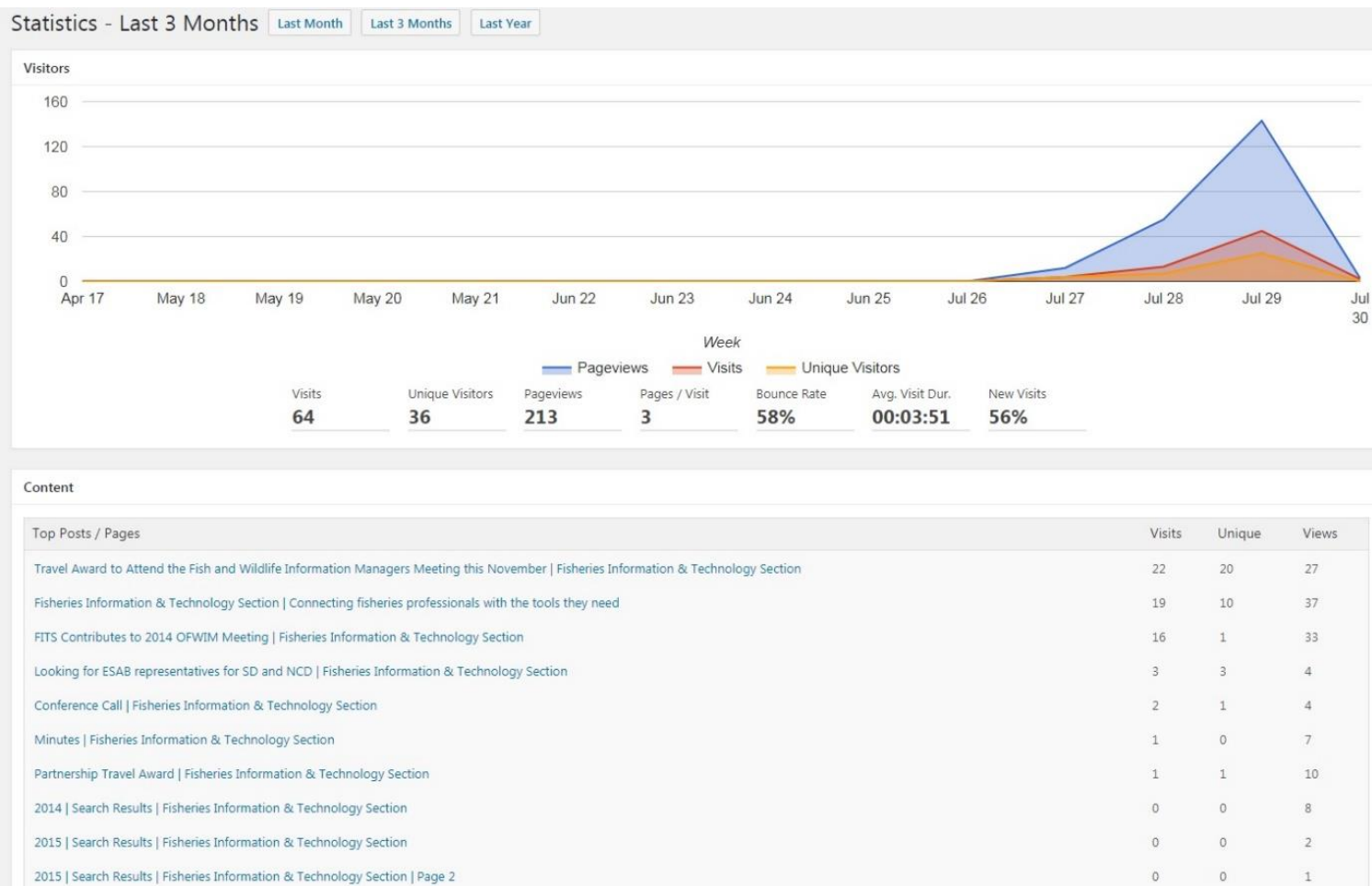




Figure 2. LIKE count for 01 July 2017 to 30 July 2018. Current LIKE count as of 30 July 2018 is 309.



Figure 3. The number of people (unique users) who have seen any content associated with our page between July 2017 and July 2018.

