



IPHC Social Media

Agenda Item 11.2

Social Media

- Social Media Committee

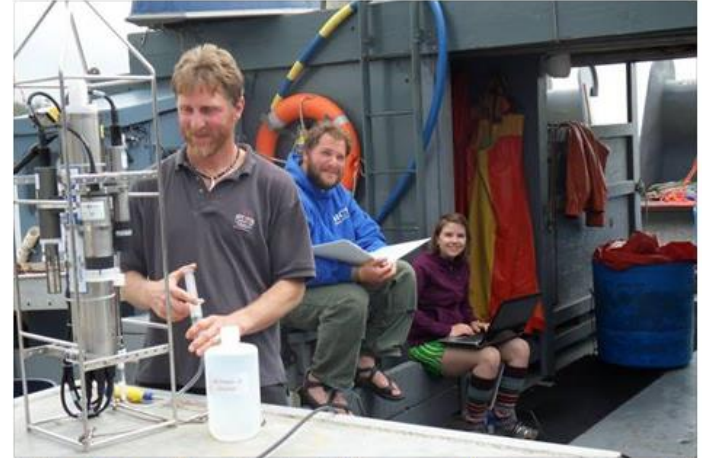
- research what other agencies were doing
- put together a protocol that was approved by managers
- define process of content generation, approval, monitoring of accounts, definition of success
- refer readers to iphc.int as an authoritative source

- Accounts

- Facebook
- Twitter



Quick glimpse into IPHC field activities.



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Facebook

<https://www.facebook.com/InternationalPacificHalibutCommission/>

- 788 subscribers
- Over 300 posts
- Over 280,000 “impressions”
- 35,000 “engagements”
- Facebook posts during the IPHC’s 2016 Annual Meeting reached 21 times that of the physical audience.



International Pacific Halibut Commission

@InternationalPacificHalibut Commission

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-Halibut Season Closing-

The Pacific halibut commercial fishery will be closing today at noon, local time. We want to thank all the commercial fishers and processors for helping our port samplers collect the data that are crucial to our stock assessment. In closing we'd like to share these photos by Port Sampler Bryna Mills, taken in the San Juans, Shumagins, and the Pribilof Islands. Have a great winter, everyone!



Twitter

<https://twitter.com/IPHCinfo/>

- 253 subscribers
- Over 1,300 posts
- Over 170,000 “impressions” since 2014
- Large spike in activity during Interim and Annual Meetings
- Instant information for media outlets



The screenshot shows the IPHC (@IPHCinfo) Twitter profile. The profile picture is a cartoon halibut with a sad face. The bio states: "Official International Pacific Halibut Commission twitter account. Established in 1923 for the preservation of Pacific halibut in waters off Canada and the USA." The location is Seattle, WA, the website is iphc.int, and it was joined in November 2013. There are 762 photos and videos.

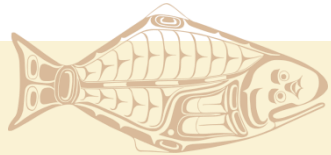
The first tweet is from Nov 15: "Alaska Concludes Best Halibut Season in Decades With Stocks Stable, Catches Up and Prices Higher bit.ly/2eCAJMK via @SeafoodcomNews". It includes a photo of a large halibut being hoisted on a boat.


The second tweet is from Oct 26: "News Release: Updated Pacific Halibut Landing Report #7. More info at bit.ly/2fZcXQ". It includes a table with the following data:

Area*	Catch Limit (000s pounds)	Catch (000s pounds)	Number of Landings
2C	3,924	3,739	1,260
3A	7,336	7,145	1,426
3B	2,710	2,538	344
4A	1,290	1,285	161
4B	1,140	1,081	123
4CDE	1,660	1,462	609
Alaska Total	18,160	17,250	3,923
2B	6,199	5,648	618
Grand Total	24,359	22,898	4,541

Future of Social Media and IPHC

- Develop presence on LinkedIn
- Work with MSAB to meet outreach goals
- Increase content of interest to our readers
- Active role in American Fisheries Society's new Science Communications Section



 **International Pacific Halibut Commission**
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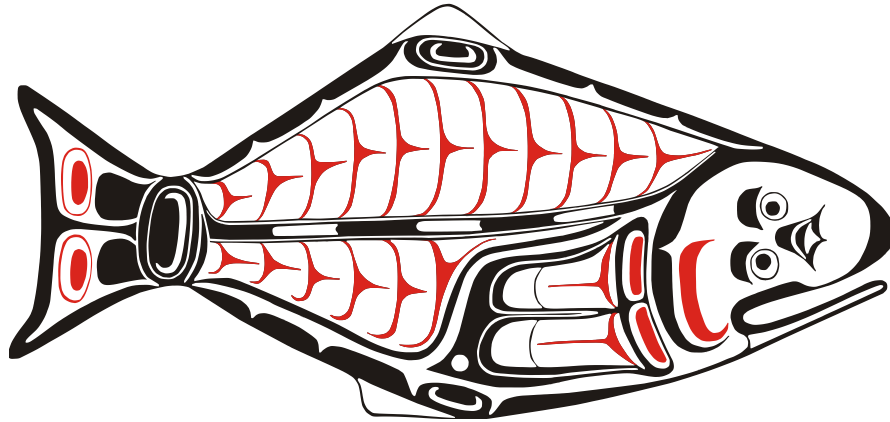
The 8th Session of the IPHC Management Strategy Advisory Board (MSAB) will be held on Wednesday and Thursday 26-27 October 2016 at the IPHC office in Seattle, WA.

The goal of the MSAB is to oversee the IPHC's Management Strategy Evaluation (MSE). A MSE can be defined as "assessing the consequences of a range of management strategies or options and presenting the results in a way which lays bare the trade-offs in performance across a range of management objectives" (see <http://bit.ly/2eflKV0> for reference)

The Board advises the Commission and Staff on the development and evaluation of objectives and strategies for managing the fishery. This helps the Commission develop and thoroughly test alternative management procedures prior to actually implementing any management changes for the fishery.

The MSAB meeting will be broadcast live via webinar. This is a great opportunity for everyone who wants a candid insight into the steps the IPHC takes to understand, develop, and discuss current and future management practices. To register for the webinar in advance and receive meeting reminders and updates visit <http://bit.ly/2dn0Z8b>.





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