

The IPHC's MSAB and Social Media

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MSAB Outreach Plan

OBJECTIVES

1. inform stakeholders of MSAB activities and progress in a timely and consistent manner;
2. gather stakeholder input on MSE issues important to stakeholders and be responsive to this input; and
3. stimulate stakeholder's engagement in the process and foster positive relationships between the MSAB and stakeholders.



Social Media

- Formed 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
 - Started sharing information (August 2013)
- Set up accounts
 - Facebook
 - Twitter
- Defined roles for individuals on the committee



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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 IPHCs 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>.



Facebook

(facebook.com/InternationalPacificHalibutCommission)



775 likes



Twitter (@IPHCinfo)

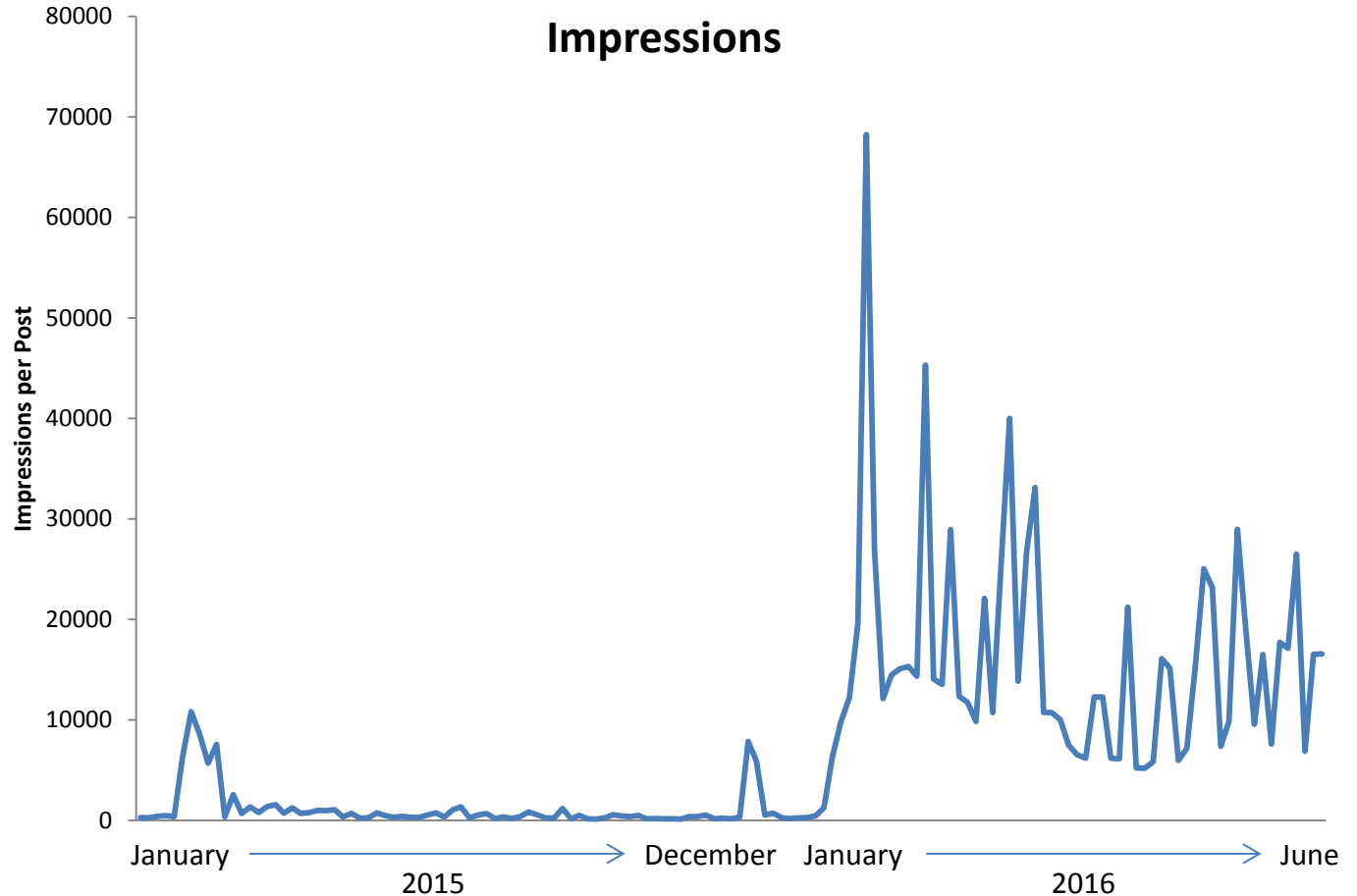


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@IPHCinfo FOLLOWS YOU

Official International Pacific Halibut Commission twitter account. Established in 1923 for the preservation of Pacific halibut in waters off Canada and the USA

📍 Seattle, WA
🌐 iphc.int
📅 Joined November 2013

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MSAB Outreach Plan

Outreach Tools Enhanced by Social Media

1. MSAB Website

- Social media impressions were 15% higher than IPHC website in 2015.

2. IPHC Meetings

- Facebook posts during the IPHC's 2016 Annual Meeting reached 21 times that of the physical audience.

3. Direct Communications from MSAB Members

- Social media content can be shared through members' personal or organization accounts. Directly reaching targeted audience.

4. Social Media

- Additional professional communications tool that works in coordination with all the above described media
- All information will be available via social media. Easily referenced and accessed.



Coordinating Social Media Efforts

- Send the information and content to IPHC staff.
- IPHC will then cultivate the information to match the social media platform it will be shared on following established protocols.
- Publish, with content monitored and data tracked for each post.



IPHC @IPHCInfo · 1 Dec 2015

The purpose of the IPHC's MSAB #IPHCinterim2015

MSAB Purpose

Objective: Develop a formal, stakeholder-driven process to evaluate management procedures against a range of scenarios

- MSAB is composed of 24 official and ex-officio members representing commercial, sport, processing, Tribal/First Nations, and Fisheries Councils and managers

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