



TWENTY FIFTH MEETING OF THE COUNCIL
5 – 6 April 2017, Nuuk, Greenland

DOCUMENT 29 FACEBOOK DEVELOPMENTS

Submitted by: Secretariat

Action requested:

- For information

Background to the document:

The Secretariat launched a NAMMCO Facebook side on November, 2015. This document summarises the activities which have been taken place and the posts which have generated the most responses. It provides a baseline for monitoring future activities and responses in parallel with the launching of the new website.

NAMMCO ON FACEBOOK



NAMMCO launched its Facebook page on Nov 6, 2015.

Looking at the experience of the last year - from February 1, 2016, to Feb 1, 2017 - NAMMCO has seen a really **impressive rise in “likes”, going from below 100 (90) before the Council meeting of 2016 to 462 in March 2017.**

From barely existing to a quadrupling - and more.

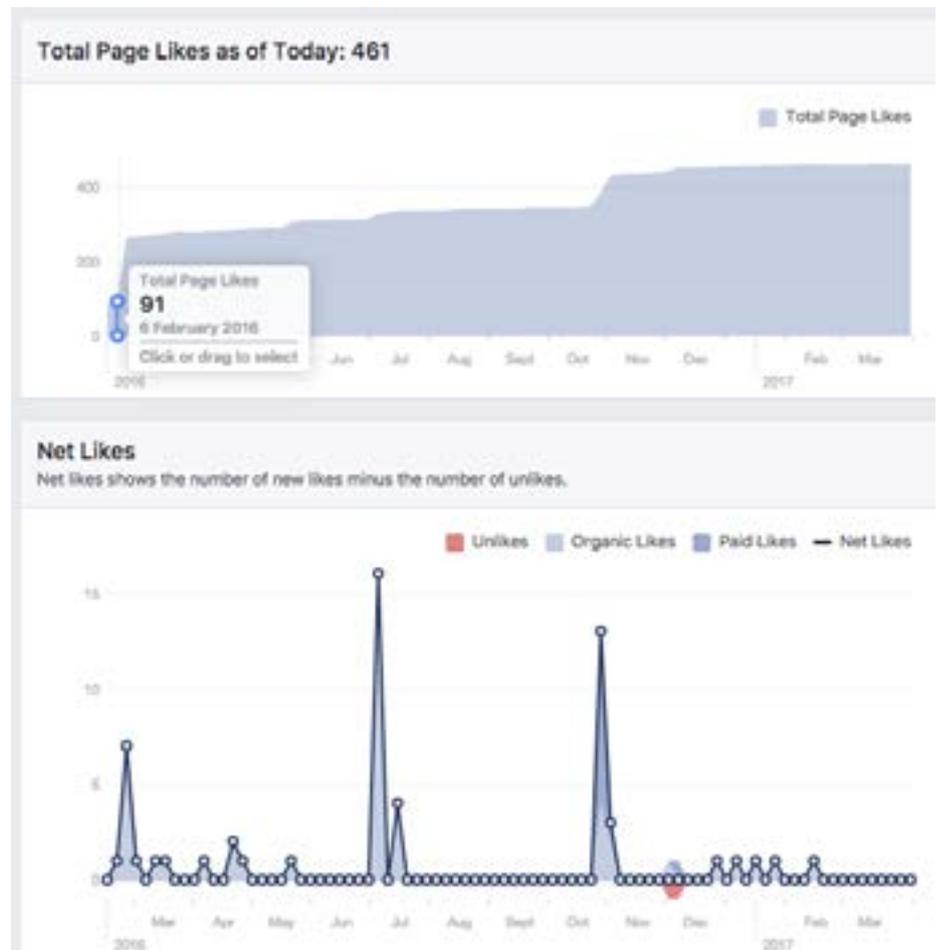
Of course, it takes a lot more activity to double the present amount of “likes” or followers (about 500) than it would have taken to double from 90 to 180 in 2016.

But you also gain some more attention by having fans and being able to attract them to your posts and hopefully interact.

The organic development does not give a lot - but the breakout event from the Arctic Council meeting in October (which was also boosted with a paid for effort) gave as many as 3595 plus 1218 - all together almost 5000 people reached. And in that context, the total likes of the NAMMCO page rose from 347 to 432 - and the followers stayed with a steady climb to the present day 462 (March 23).

Still - this is not a lot. A personal Facebook page could easily reach around 500+ likes and have a lot more interaction with friends or fans.

On the next page, you can follow some of the important posts and see their reach and interactions.



The graphs going from February 2016 till March 2017 demonstrate the impressive development that has taken place with the NAMMCO Facebook. More than quadrupling the number of likes in spite of a difficult relationship with the nammco.no website which is just about to be relaunched.

The major posts tend to coincide with important events - such as the council meeting, the Arctic Frontiers - and the breakout session at the meeting of the Arctic Council in October.

2016: **90 likes**

2017: **461 likes**

Arctic Council:

5.100 likes

CAFF:

2.100 likes

Arctic Frontiers:

1.500 likes

NAFO:

161 likes

Significant NAMMCO posts

A major change took place after **last year's council** meeting with a doubling of likes.

Feb 11 - So NAMMCO 24 is over. **Reach 439, 17 clicks, 12 likes.**

Whaling in Alaska. **Reach 896, 36 clicks, 4 likes**

March 23: Whale diving. **Reach 668, 73 clicks, 17 reactions**

NAMMCO WG of Coastal Seals meeting w. photo. **Reach 426, 77 clicks, 17 likes.**

May 3rd - Sad to announce the passing of K Hoydal. **8.700 in reach, 1700 clicks, 464 reactions**

May 5 - Plastic waste. **Clicks 18 and reactions 9** were beyond normal.

June 9 - Sea Ice declining. **Reach 319, 17 clicks, 5 reactions**

June 17 - Blue whales off Svalbard. **Reach 264, clicks 26, 9 reactions.**

June 29 - SCANS survey. **315, 12 clicks, 18 reactions**

End of July - Daniel Pike manages to get quite a lot of attention in spite of the bad timing: **303 reach, 17 clicks and 4 reactions!**

August is really dead - communication wise. But then something happens on August 28: Cute or innocent - about bottlenose dolphins killing harbour porpoises... **1400 in reach, 118 clicks, 5 reactions!**

October 3 - Arctic Circle 2016 gains **a larger reach of 454, 34 clicks and 15 reactions!**

October 4 - Take care of marine mammals - they can get killed in so many ways. **Reach 2400, 114 clicks, 78 reactions.**

October 9 - The breakout session. **Reach 15.600, 559 clicks, 106 reactions.** Most important post on the Facebook page.

November 9 - th meeting of the Scientific committee. **Reach of 396, 59 clicks, 10 reactions.**

November 15 - Success in Beluga management. **Reach 7000, 65 clicks, 69 reactions**

January 19: A relatively outstanding post is the one on serving seal meat, not to the taste of everyone. **Reach 719, 28 clicks, 8 reactions.**

Not much going on in January and February - but March 14 - Tromsø view and the Secretariat! **Reach 369, clicks 20, 15 reactions.**

March 19 - Global review of monodontids. **Reach 630. 70 clicks, 17 reactions!**

Evaluation

It is evident that the cooperation with the website is missing - and that NAMMCO needs to buy or get more photos and videos. I would also recommend that the blogs and reports are used to a much larger extent, publishing with several posts on facebook leading to articles on the website - and from there, if people want it, they can download a pdf-report.

Blogs and news need to be developed and encourage interaction. The reach is actually not just about measuring the reach of NAMMCO but the reach of the story. Clicks are interesting, and likes of course but reactions and especially comments and shares are really what NAMMCO should be going for.

We still need to see more interaction with other organisations, drawing their fans into NAMMCO's Facebook posts and to the website. Some of the "sister organisations" have a much larger following which shows the potential of the NAMMCO Facebook.

Hopefully, that is just what is going to happen in the future with the new and appealing website.