



TWENTY SIXTH MEETING OF THE COUNCIL

7 - 8 March 2018, Tromsø, Norway

**DOCUMENT 20 SUMMARY OF OUTREACH ACTIVITIES, INCL.
WEBSITE AND FACEBOOK**

Submitted by: Secretariat

Action requested: Take note of the information
Provide suggestions

**SUMMARY OF NAMMCO OUTREACH ACTIVITIES,
INCL. WEBSITE AND FACEBOOK**

1. LISTS OF OUTREACH ACTIVITIES IN NON-SCIENTIFIC FORA

9 May	Danish Parliament: Conference on sustainable utilisation Presentation by NAMMCO: “NAMMCO 25 years - role, experience and responsibility”	Copenhagen, DK
10-13 September	World Seafood Congress 2017 Presentation by NAMMCO: ““Sealing and Whaling and Blue Growth”: Coherence or paradox?”	Reykjavik, IS
13-15 October	Arctic Circle Assembly BOS organised by NAMMCO / NTI /WWF Arctic Programme “Arctic Sealing: Threat or Blue Prospect” Presentation by NAMMCO: “Is Arctic sealing responsible in an ecosystem perspective?”, associated with a screening of the documentary Angry Inuk from (A. Arnaquq-Baril, Nunavut).	Reykjavik, IS
08 November	Nordic Council of Ministers: Nordistmødet (Nordic meeting) “Contributing to a Sustainable North – NAMMCO”.	Oslo, NO
29 November	EU Parliament The initiative of a QR Code for Seal Skin Presentation by NAMMCO: “Arctic Sealing: a Blue Activity”	Brussels, BE
30 November	EU Danish Representation Seminar about launching the QR Code initiative for Seal Products Presentation by NAMMCO: “Arctic Sealing: a Blue Activity”	Brussels, BE
30 November	Environmental think-tank, Think.dk Presentation by NAMMCO: “Is Arctic sealing an ecologically responsible activity”, in associated with a screening of the documentary Angry Inuk from (A. Arnaquq-Baril, Nunavut).	Copenhagen, DK
7-8 December	Norwegian Small Whalers Union Presentation by NAMMCO: 25 år med NAMMCO - hva er oppnådd?	Svolvær, NO
15-17 December	Venice Human Rights Cultural Festival Presentation by NAMMCO: “Arctic Sealing – an Ecosystem Perspective”, in association with a screening of the documentary Angry Inuk from (A. Arnaquq-Baril, Nunavut).	Venice, IT

2. SUMMARY OF ACTIVITIES ON SOCIAL MEDIA

As an unfortunate mistake, Google analytics was not turned on, when the new website was launched on April 6, 2017. It is therefore difficult to evaluate which activities and curiosity the new website generated.

Since the activities on the website started being registered, on September 1, 2018, NAMMCO has taken quite a leap forward. There are over 1 300 first time user between September 1 and December 31, and 3 270 until March 01, 2018.

Facebook is very much a feeder for the website - and responsible for a quarter of the web audience. One intriguing difference between Facebook and the website is that Facebook followers are mostly men (53%), whereas web users tend to be women (64%).

Today, computer access is still more likely than mobile access, but the figure is definitely sliding downwards. In most commercial websites, the audience would overwhelmingly come from mobiles, so this is an important trend to take into account, when updated the website.

Web users by countries (from September 1st to March 1st) likely reflects, at least partly, the relative sizes of the population, with USA ranking top one, while Greenland, a very small country, ranks no 13. Russia is no. 23, likely reflecting in part a language difficulty.

As expected the Facebook posts boosted by NAMMCO performed best, and NAMMCO should consider boosting posts at a much larger scale, as soon as a post seems to generate some interest.

The largest interest is centred on vacancies and internships but the post from December - pointing to the General Secretary's [presentation](#) "Which is more blue - Arctic sealing or the EU ban" - gives an idea of the opportunities offered by Facebook for disseminating to a larger public its unique information, knowledge and position regarding marine mammals.

NAMMCO.NO WEB SITE



Unique users:

2017: (Sept 1-Dec 31) 1363

2018: (Jan 1-Mar 1) 1960

Men: 36 %

Women: 64 %

Web users by countries

USA	20.5
UK	14.8
Canada	12.2
Norway	12.1
Denmark	5.1
Iceland	4.4
The Faroes	3.4
Germany	2.6
Japan	2.6
France	2.2
Greenland	1.2
Russia	0.7

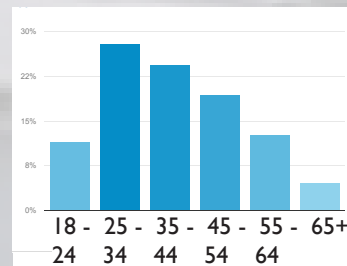
How did they find NAMMCO?

Direct	32.7 %
Organic search	25.9 %
Social Media	24.0 %
Referral	17.3 %

Some of the most popular web pages:

Front page	406
topics/nammco-26	259
topics/log-in-archive	114
about-us	92
calendar	73
topics/vacancy-scientific-secretary	66
library	61

Age distribution:



Which devices?

Computer	65 %	(-10.4)
Mobile	30 %	(+9.6)
Tablet	5 %	(+0.9)

Total Facebook page likes:



2017: (March 1) 572 | Men: 53 %

2018: (March 1) 722 | Women: 46 %

Average NAMMCO post: 301 likes

Successful posts in 2017-2018 (all boosted)

02/02/2018	PLEASE PLEASE SHARE Vacancy announcement	Reach	36.100
11/12/2017	This article is written on the basis of my presentation Which is more blue - Arctic sealing or the EU Ban	Reach	12.100
10/10/2017	Share and come - Arctic Circle Break Breakout Session	Reach	5163
28/07/2017	This year marks the 25th anniversary	Reach	1206
14/07/2017	Please share, share - and thanks - Internship	Reach	13.600
06/06/2017	The report of the 25th meeting	Reach	5670
27/04/2017	Pictures from the 25th meeting	Reach	9069
07/04/2017	The new website	Reach	4827