



# Marine Mammal Commission

*An independent agency of the U.S. Government*

## MMC Communications Strategy

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Wednesday April 5, 2017

# Why Do We Need a Strategy?



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# Communications Strategy

## Our Audiences

- Congress
- Government agencies
- Industry, E-NGOs, academia
- Education Institutions
- Reporters/Media
- Public

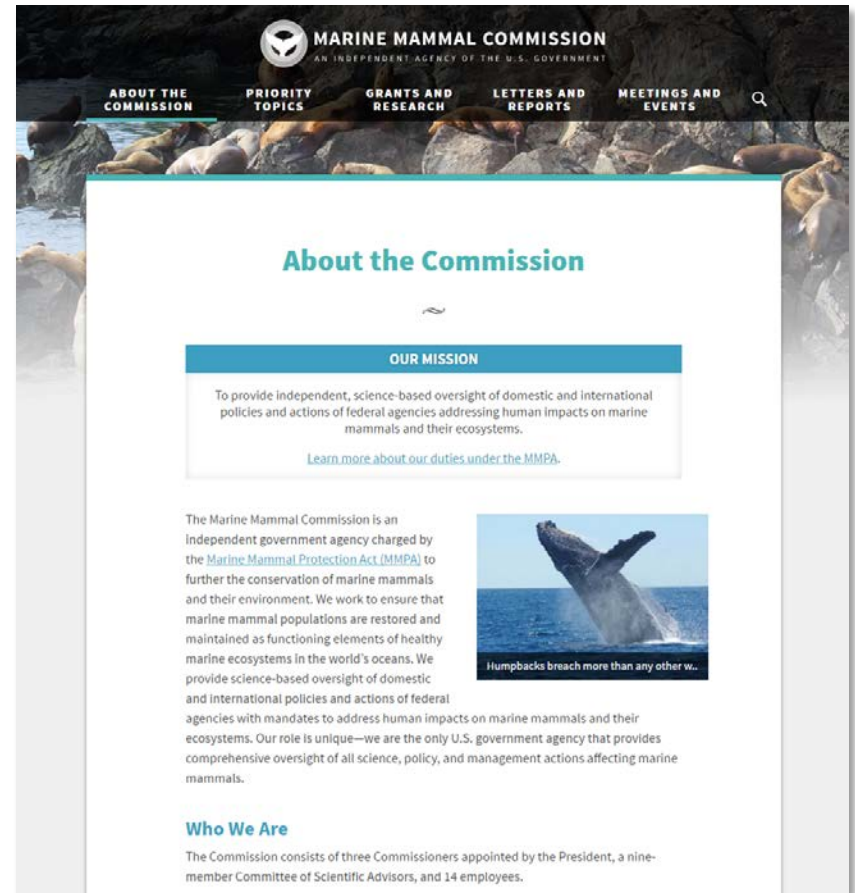
## Communication Tools

- Website
- Newsletter
- Social Media
- Meeting/Events
- Publications/Reports
- Grants
- Communication Plans



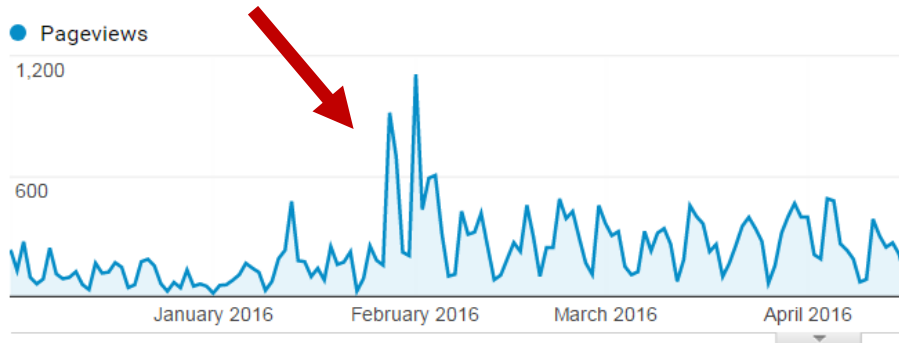
# Website – Happy 1.2 years old!

- Focus on MMC work
- Quarterly reviews
- Latest news: rotor and twitter posts

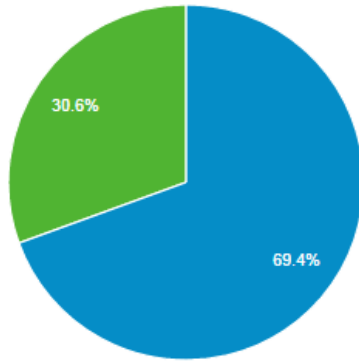


# Website

## Website launch



■ New Visitor ■ Returning Visitor



70% New Visitors



Twitter drives 26% visitors to mmc.gov



# Engaging Congress

- One of our top audiences
- Regular engagement with committees and key members
- Feb-Apr: President's Budget release
- Bring C/CSA to the Hill (e.g., Daryl's recent ME visits)



C/CSA DC visits



# Engaging Congress

- Participate/sponsor Hill events



Capitol Hill Oceans Week



2016 Hill Briefing on Bycatch



# Newsletter

- Electronic quarterly newsletter
- Highlight MMC work and accomplishments
- Sent to >1000+ contacts



Page Views Jan-Mar 2017

MMC Newsletter • Spring 2017

**MARINE MAMMAL COMMISSION**  
AN INDEPENDENT AGENCY OF THE U.S. GOVERNMENT

*We work to ensure that marine mammal populations are restored and maintained as functioning elements of healthy marine ecosystems in the world's oceans.*

### Our Top Stories for 2016

2016 was a busy year for us. We supported ongoing efforts to save the [most endangered marine mammal on earth](#), we continued our fight against the [number one killer](#) of marine mammals globally, we worked to [protect the livelihoods](#) of Alaska Natives, we funded novel, low-cost, [research projects](#) to achieve a large impact, and the list goes on. Check out our [2016 Annual Report](#), which highlights our top stories and accomplishments for 2016.

### Marine mammal bycatch: a new perspective

Fishery bycatch is the primary cause of mortality for marine mammals despite the best efforts of governments, NGO's, and the fishing industry. In a [recent paper](#), Rebecca Lent, Executive Director of the Marine Mammal Commission, presents the case for considering an alternative, incentive-oriented approach to bycatch reduction. In some cases, taking an economist's perspective may shed light on new tools to help us better tackle this challenging issue.





# Newsletter

- Items feed into PARs, Annual Reports, etc
- Archived on MMC homepage

## Sign up for our newsletter!

The Marine Mammal Commission newsletter is a great way to stay up to date on all the MMC's happenings.

View our latest newsletters:

[Spring 2017](#)

[Subscribe today!](#)



## 2016 Annual Report



### About Us


We are a federal agency charged under the Marine Mammal Protection Act to provide comprehensive oversight of science, policy, and management actions affecting marine mammals. Marine mammals such as whales, dolphins, seals and manatees are beloved creatures—essential to the health and wholeness of the world's oceans and some rivers and lakes. As an independent agency of the U.S. government with oversight authority, we facilitate cooperation among a wide range of players involved in marine mammal science and conservation. We provide timely, science-based reviews of proposed actions by federal agencies and other entities, and recommend measures to minimize human impacts on marine mammals and their habitat. We seek to develop and promote practical, cost-effective solutions to problems. In 2016 we ranked number one among all U.S. government agencies surveyed for overall employee engagement and satisfaction, and this reflects a dedicated, motivated group of individuals who are passionate about their work. To learn more about us, please visit [our website](#).


### Reports Published in 2016

 <p>Performance and Accountability Report for fiscal year 2016: an overview of the Agency's budget and accomplishments</p>	 <p>Review of NOAA Fisheries' marine mammal stock assessment reports: range, abundance and potential biological removal</p>	 <p>Development and use of drones by NOAA Fisheries for surveying marine mammals</p>
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# MMC Visibility





TWEETS 354   FOLLOWING 240   FOLLOWERS 1,078   LIKES 48   MOMENTS 0


Edit profile

**MMCCommission**  
@MarineMammalCom


The Marine Mammal Commission is an independent agency of the US Government, created under the MMPA, that works to conserve and protect marine mammals.

USA  
[mmc.gov](http://mmc.gov)  
Joined June 2014

203 Photos and videos




Who to follow · Refresh · View all




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International Relations & Political Sciences. Energy, Environmental & Development Studies. Strategic Consultancy & Advisory.




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Husband, father, grandfather. Retired Paterson, NJ firefighter.




**Brendan Turley**  
@Crabtails   FOLLOWS YOU

PhD student, lover of the ocean, and self proclaimed fish. Former NOAA at-sea fisheries observer.




**Safehaven Marine**  
@SafehavenMarine   FOLLOWS YOU

Designer and Builder of Pilot, Patrol & Survey vessels. Designer and Builder of Barracuda & Thunder Child



**PandaEatsLife**  
@pandaeatslife   FOLLOWS YOU

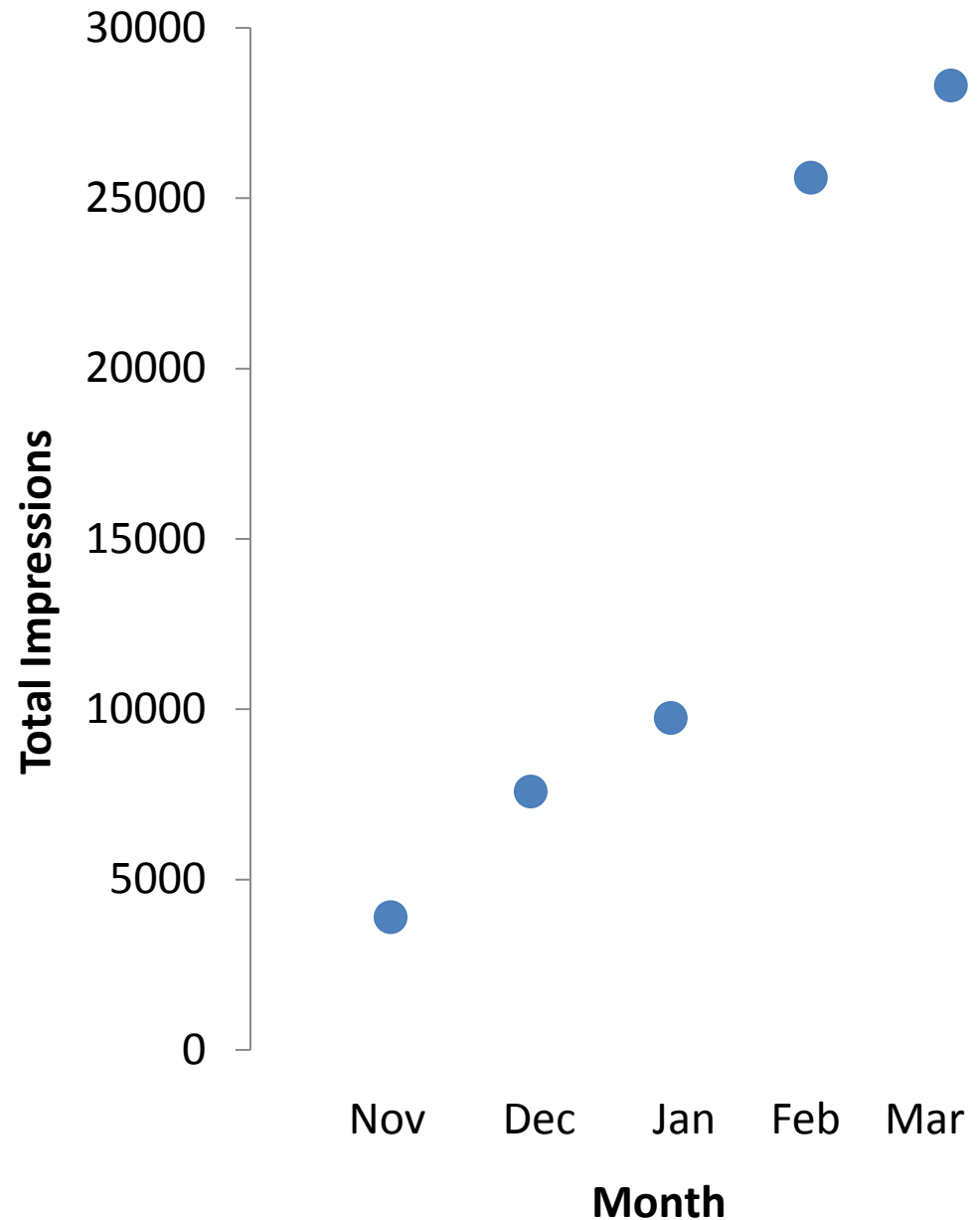


**United Wild**  
@UnitedWild   FOLLOWS YOU

International Cooperation for Wildlife Conservation

# Twitter

- Acts as our primary source of “news”
- Scheduled Tweets
- Increased Twitter presence
  - From 300 (2015) to >1000 (2017) followers
  - From 150 (Nov 2016) to ~1000 engagements per day



# Issue Visibility

- Following latest social media trends (e.g., #4aporpoise)
- Provides unparalleled exposure for issues of importance
- Barely scratches the surface
- Piece of a much larger outreach effort to raise awareness of marine mammal issues and generate interest



MMCommission @MarineMammalCom · Mar 3

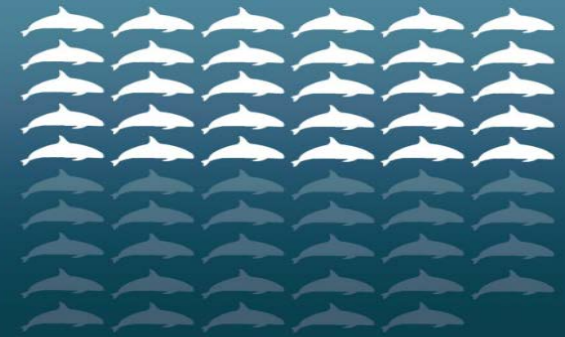
Thanks to [@LeoDiCaprio](#) for spreading awareness about [#vaquita](#) survival. Join us and others [#4aporpoise](#). Help at [VaquitaCPR.org](#).



MMCommission @MarineMammalCom · Feb 22

[#Vaquitas](#) are almost gone. Join [@MileyCyrus](#) in raising awareness. Please retweet and [#SavetheVaquita](#) [#4aPorpoise](#). See [#VaquitaCPR](#) for how.

THE VAQUITA IS  
DISAPPEARING



*The population went from 59 in 2015 to 30 in 2016.*





# Discussion

- How can we amplify C/CSA work/research?
- How can C/CSA support Commission's overall communications agenda?
- How can we engage more effectively with the public and key stakeholders?



Thank you



**Marine Mammal Commission**

[www.mmc.gov](http://www.mmc.gov) | Follow us on Twitter: [@MarineMammalCom](https://twitter.com/MarineMammalCom)