MMC Communications Strategy

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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 launch

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)
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

Annual Report  
Spring 2017 Newsletter

Page Views Jan-Mar 2017
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!
MMC Visibility

Marine Mammal Commission

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
Joined June 2014

203 Photos and videos

Who to follow - Refresh - View all
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
• 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