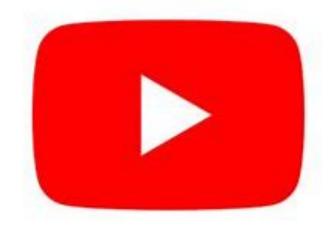




FACEBOOK

- Over 3,500 followers (number of followers grew 17% in 6 months)
- Age: 25-54 years
- Favorite content:
 - · Seasonal Prohibitions
 - Fishing villages
 - Workshops (e.g. PEPCO)
 - Group pictures
 - Short videos
 - Fish Fact Fridays
- Notes (similar to a blog entry)
- Followers use the inbox and share the content.
- Earthquakes and COVID 19
- New! Fisher of the Week



YOUTUBE

- New videos:
 - Fishing Families: Ortiz Family (Naguabo), Sánchez Family (STX)
- Diving Safety in Commercial Fishers
- Stony Coral Tissue Loss Disease (GeoAmbiente)
- Coming soon: Essential Fish Habitats and Martínez Family
- 82 subscribers increase of 86% in 6 months



Instagram

- •509 followers in less than a year (increase of 96% in followers)
- •Pictures and summarized information
- •Frequently we use the same content that we publish on Facebook but summarized.



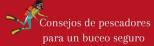


"Use the dive tables and do the safety stops."

Willie, Commercial fisherman from Guánica, PR







"Usa las tablas de buceo y haz las paradas de seguridad."

> Willie, Pescador comercial de Guánica





THANK YOU!!!

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