

The background of the entire page is a dark, abstract composition. It features a dense grid of small, glowing dots in shades of red, teal, and yellow, which recede into the distance, creating a strong sense of perspective. Overlaid on this are larger, out-of-focus circular bokeh lights in similar colors, adding a dreamy, ethereal quality. The overall effect is one of digital connectivity and depth.

CFMC SOCIAL MEDIA

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MARTÍNEZ



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.



Fishers' Advice for
Diving Safety

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

Willie, Commercial fisherman from
Guánica, PR



Consejos de pescadores
para un buceo seguro

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

Willie, Pescador comercial de
Guánica





THANK YOU!!!

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