September 2025

SISH HABITAT

PARTNERSHIP

Communications Committee Update

FISHHABITAT.ORG







Newsletter Analytics – (June-Sept)

Total sends3,564↑ 1,088%

Open rate
39.0%

↓ 2.4%

Click rate5.7%↓ 71.4%

Unsubscribe rate

O.12%

↓ 99.4%

Social Media Analytics Facebook/LinkedIn

April 1 – July 1:

Engagement Overview







AUDIENCE

2,871

2,850 Last Period



POST ENGAGEMENTS

1,835

652 Last Period



POSTS SENT

134

93 Last Period



MENTIONS

0

0 Last Period



Social Media Analytics (Facebook)

Facebook Activity Overview (Apr 01, 2025 - Jun 29, 2025)





POST IMPRESSIONS

17,999



PAGE REACH

14,982



POST ENGAGEMENT

1,618



PAGE FANS

2,808



Social Media Analytics (LinkedIn)

LinkedIn Activity Overview





IMPRESSIONS

6,132



ENGAGEMENT (APR 2025)

245



CLICKS (APR 2025)

133



Website Analytics

Total users ▼

4.3K

↓ 7.9%

Event count -

17K

↓ 6.8%

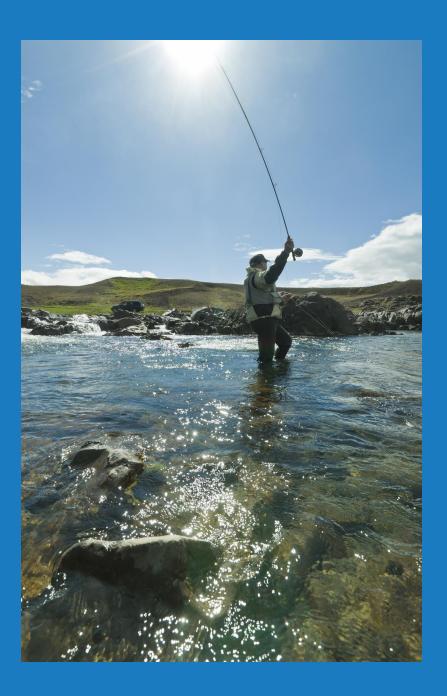
Engagement rate 🔻

17.2%

↓ 2.9%

NFHP 20th Anniversary

- ---- 2026 Events
- Promotional Ideas
- Virtual Celebration Event
- Partnership Toolkit











2026 Events

March

April 17-19

April 30- May 3

May 11-14

May

May 23

June

July

August 30-September 3

October

Bassmaster Classic Conservation Summit

Major League Fishing Redcrest (Table Rock Lake, MO)

Major Leage Fishing Stage 5 (Beaver Lake, AR)

National Outdoor Recreation Conference (MN)

Native American Fish and Wildlife Society

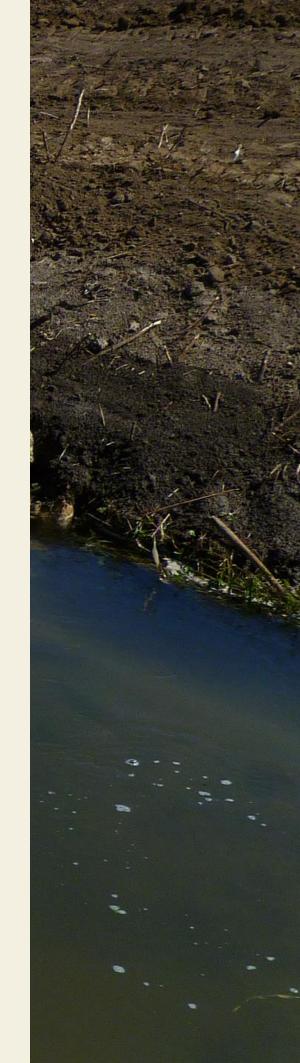
World Fish Migration Day

Fishing Event on National Mall

ICAST

AFS Annual Conference (OH)

ASA Sportfishing Summit





Promotional Ideas

- Challenge Coins
 - Calendars





Other 20th Anniversary Concepts

- Virtual Celebration
- FHP Toolkit for 20th Anniversary

The Communications Committee would like to have feedback from the Board on the concepts for the 20th Anniversary Toolkit and the Virtual Anniversary Celebration. Feedback will be appreciated in preparation of the NFHP 20th Anniversary in 2026.

CONNECT WITH US

- 202-838-3474
- info@fishhabitat.org
- www.fishhabitat.org

