



# Belize FIP Social Media Update



Presented by: CADS



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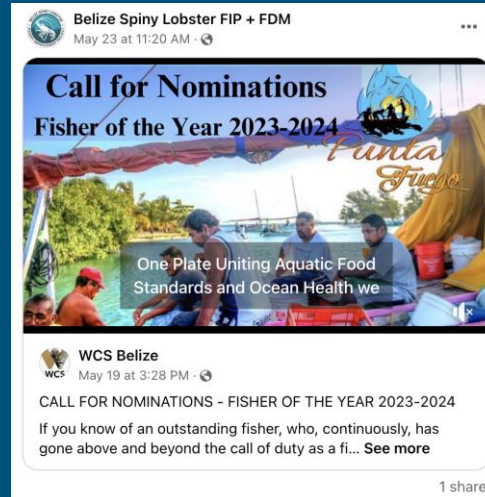


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# Facebooks Posts

The goal of the FIP Facebook page is to share activities regarding the FIP and also share any information from the FIP partners to the Facebook audience.

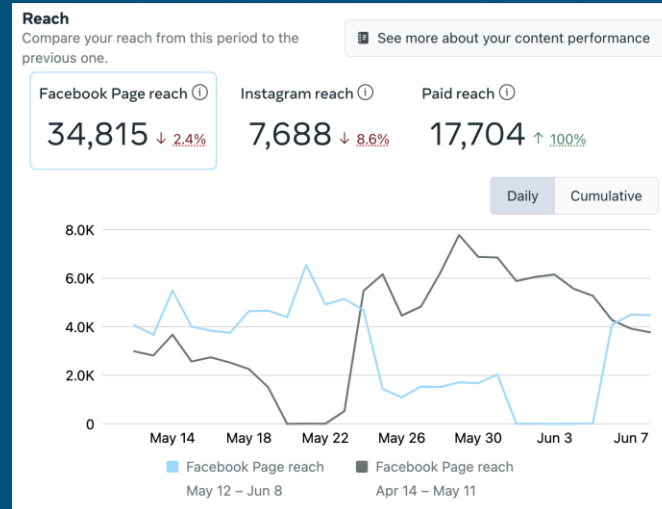
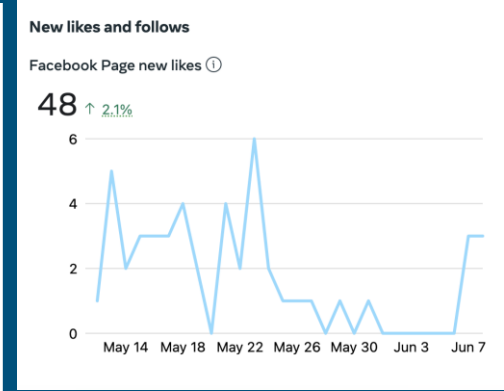
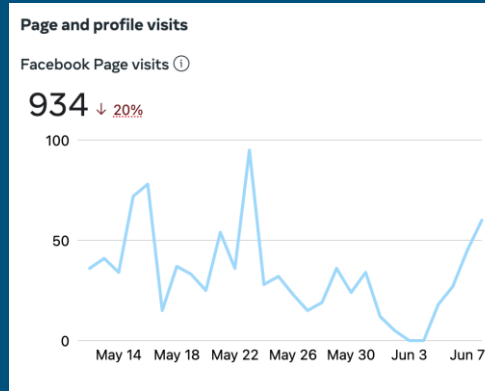




# Facebook Analytics

The Facebook Analytics show that the reach for the page is down but the interaction with the page is growing.

This could be due to the long time period between posting from January to May.





# Newsletter

The Newsletter is to share information relevant to the FIP to the steering committee members in a long form format as well as any other updates necessary for the FIP



Fisheryprogress.org

## Belize Spiny Lobster Fishery Improvement Project Newsletter - Issue 1



### 19th FIP+FDM Steering Committee Meeting Held on Thursday, April 20, 2023 at the National Fishermen Producers Co-operative, Ltd in Belize City.

The 19th FIP+FDM Steering Committee Meeting was held in-person for the first time at the Conference Room of the National Fishermen Producers Cooperative Ltd after 3 years of virtual meetings due to the Covid-19 Pandemic. The attendees (pictured above) included:

Elmer Rodriguez (Chair) - National Fishermen Producers Cooperative Ltd.  
Jason Arnold - National Fishermen Producers Cooperative Ltd.  
Jeronimo Tzul - National Fishermen Producers Cooperative Society Ltd.  
Robert Usher - Northern Fishermen Cooperative Society Ltd.  
Gregory Lambey - Northern Fishermen Cooperative Society Ltd.  
Roberto Bautista - Northern Fishermen Cooperative Society Ltd.  
Isaac Lambey - Northern Fishermen Cooperative Society Ltd.  
Sydney Fuller - Belize Fishermen Cooperative Association  
Mauro Gongora - Belize Fisheries Department  
Nicole Auil Gomez - Wildlife Conservation Society  
Jane Salazar Mcloughlin - The Nature Conservancy  
James Foley - The Nature Conservancy  
Dr. Jay Coombs - FIP Coordinator, Centre for Applied Development Studies  
Aretha Mortis - Centre for Applied Development Studies  
Demois Williams - Centre for Applied Development Studies  
Armani Coombs - Centre for Applied Development Studies

The next Steering Committee meeting is scheduled for **June 15, 2023** at the conference room of the Northern Fishermen Producers Cooperative Society Ltd.



The Nature Conservancy



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### Centre for Applied Development Studies appointed as the 2023 FIP Coordinator

[Centre for Applied Development Studies \(CADS\)](#) will work closely with [The Nature Conservancy](#) and the FIP+FDM Steering Committee and Task Forces members to progress, track, and report on all elements of the Belize Spiny Lobster FIP+FDM work plan and associated budget. The FIP Coordinator's overall objective is to strategically support multi-stakeholder awareness, inclusion, and participation in the various aspects of the FIP, ensuring a continued high progress rating throughout the implementation of the remaining activities under the FIP work plan.

CADS previously worked with the National Fishermen Producers Cooperative Ltd in 2020 to upgrade their financial accounting systems and to update their governance manuals and by-laws.

### Like Belize FIP Facebook Page

You can now find the latest updates on the progress of the FIP on Facebook as well. Click on the icon below to give us a follow and receive timely updates in your Facebook feed.



### Lobster fact of the month

The scientific name of the spiny lobster is *Panulirus argus*.

If you have any questions, comments or concerns, please feel free to contact the TNC Belize Fisheries Specialist at [jane.salazar@tnc.org](mailto:jane.salazar@tnc.org)

# Newsletter Analytics



List or Segment	Total Recipien...	Bounces	Opens	Clicks	Active on Site
FIP Newsletter	24 100.00%	0.00% 0 recipients	58.33% 14 recipients	8.33% 2 recipients	0.00% 0 recipients

The newsletter analytics showed that out of 24 recipients only 14 opened the email and only 2 recipients clicked a link in the email.

One of the links we are tracking is to the Facebook page, which has not been clicked.

# Please like!

**Facebook Page:**

<https://www.facebook.com/BelizeLobsterFIP/>

**Newsletter:**

If you would like to be added to the Belize FIP Newsletter  
please email:

[amani.coombs@cadbelize.com](mailto:amani.coombs@cadbelize.com)





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# Thank You

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For your Attention and Feedback

