November 12, 2014 (10:53 AM)

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## CHAIR'S SUMMARY OF RECOMMENDATIONS ARISING FROM VIRTUAL COMMUNICATIONS WORKING GROUP

- 1. The Commission needs to develop a communications policy, and this should be done by the virtual communications working group.
- 2. The Commission does not need to have a daily reporting service during annual meetings.
- 3. The communications policy should:
  - a. articulate goals;
  - b. identify target audiences;
  - c. conduct a gap analysis looking at existing communication activities;
  - d. identify tools to implement the policy, including the ICCAT website, the ICCAT newsletter, password protection website, press releases, social media (in the longer term).
- 4. The Working Group recommends that the Secretariat continue to suggest improvements to website publication and other actions currently being carried out.
- 5. Next steps: The Working Group meanwhile will continue to work inter-sessionally on these issues and will submit a draft policy for consideration by the Commission at the next annual meeting in order to conclude this matter.