

QUESTIONS FOR THE SPECIES COMMITTEES TO CONSIDER



Wild, Natural & Sustainable®

Other questions if you have time:

4. Is there information you would like to be receiving from ASMI that you currently are not?
 - Should ASMI programs be communicating their efforts and promotions in a different way than they are currently?
 - Are you currently receiving the Marketing Updates via email? Is there additional information you would like included in these updates?

5. Are you familiar with ASMI's websites and social media channels? ASMI has a consumer site, www.wildalaskaseafood.com and a corporate site, www.alaskaseafood.org as well as active accounts on Facebook, Instagram, YouTube, Pinterest and Twitter.
 - How often do you visit the ASMI corporate website, www.alaskaseafood.org?
 - Is there information that isn't on the ASMI websites that should be?
 - Are there ways we can improve our social media marketing?

6. What information about the RFM program would you like to receive and in what way(s) do you prefer ASMI be communicating it?