

TWITTER

By the numbers...

153 tweets

1,573 profile visits


20 new followers


TAKE HOME MESSAGE


This month's content centered largely around Council-hosted events, which increased tweet volume. Our top tweet was a Science Friday tweet by Sr. Environmental Scientist Lynn Takata ahead of the Zooplankton Ecology Symposium. Such engagement demonstrates our audience's interest in science content and the value of tagging project partners on this platform. Additionally, this symposium's live-tweets were the Council's most successful live-tweets since transitioning to telework.

Top Tweet earned 7,071 impressions

Tuesday ends with cool new technologies for monitoring:

 A frugal machine that enables "seatizen" science (@PrakashLab)

 An autonomous underwater vehicle sampler (@MBARI_News)

 An aquatic glider that senses #zooplankton with images + sonar (@Scripps_Ocean)

#scifri pic.twitter.com/b2ZbSIKDiQ



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FEATURED CONTENT

- Live tweets: Science Needs Assessment Workshop, Council and Delta Plan Interagency Implementation Committee (DPIIC) meetings, Zooplankton Ecology Symposium
- Water Education Foundation's Bay-Delta Tour, Chair Tatayon joins the CA Water Data Consortium Steering Committee, Draft Delta Science Proposal Solicitation Notice, CA Flood Prep Week, Sr. Environmental Scientist Pascale Goertler on DWR's Water Wednesday
- Science Friday: Interagency Ecological Program (IEP) Workshop, San Francisco Estuary Watershed Science, Zooplankton Ecology Symposium, Sandhill Cranes

FACEBOOK

By the numbers...

20 posts

141 profile visits

8 new followers



TAKE HOME MESSAGE

The post with the highest reach was a Science Friday post highlighting the IEP Workshop's final session. It received two private shares, exposing the post to Facebook users who do not typically view the Council's content. Month after month, community-based engagement is the cornerstone of top-performing posts.

INSTAGRAM

By the numbers...

16 posts

57 profile visits

5+ new followers



TAKE HOME MESSAGE

The post with the highest reach and likes announced the Delta Science Program's and U.S. Bureau of Reclamation's Delta Science Proposal Solicitation Notice Public Review Draft. Its success can be attributed to excitement among our audience for the research funding opportunity, the inclusion of more diverse hashtags, and a three-part promotion on Instagram Stories.

LINKEDIN

2 posts

88 profile visits

10 new followers



TAKE HOME MESSAGE

The Council's post celebrating CA Water Professionals Appreciation Week earned a whopping 24 likes this month, reinforcing our audience's interest in seeing and honoring Council staff. The communication team will continue to appropriately feature staff, tying content to community-based recognition opportunities. There were no vacancies for recruitment for this month.

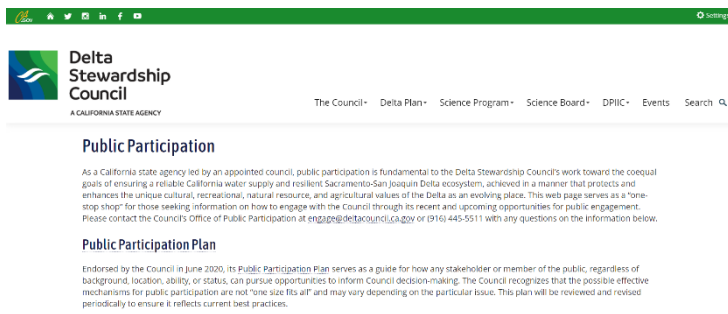


GOOGLE ANALYTICS

By the numbers...

7,598 pageviews
5,979 unique pageviews
Average time on page: 2 minutes, 14 seconds
50.39 % bounce rate
45.34 % exit rate

This month brought the addition of a public participation web page, intended to be a one-stop-shop for remote participation and public comment opportunities in response to the Council's transition from in-person to virtual events.



RE-OCCURRING HIGH-TRAFFIC WEB PAGES

- Homepage, Events, Delta Plan, Council Meetings, Delta Science Program, Council Members, Delta Adapts

POPULAR WEB PAGES THIS MONTH

- Delta Science Program Research Funding and Fellowships
 - 408 pageviews, 330 unique views
- 11th Biennial Bay-Delta Science Conference
 - 254 pageviews, 211 unique views

HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 2,088 users this month...

Device	Percentage of users	# of people
Desktop	90.80 %	1863
Mobile	8.24 %	202
Tablet	0.96 %	23

LISTSERV

By the numbers...

8 listservs sent
18.3 % open rate
21.8 % click rate
24 new subscribers
New subscriber monthly average: 8

HIGHEST OPEN RATE

- Draft Delta Science Proposal Solicitation Notice Available for Public Review and Comment
 - 21.6 % of subscribers opened, or 463 people

HIGHEST CLICK RATE

- DPIIC Meeting Agenda for October 26, 2020
 - 26.4 % of openers clicked, or 137 people



MEETING WEBCAST (Cal-Span)

By the numbers...

Three meetings: Delta ISB, Council, DPIIC
Delta ISB meeting unique live / archive views: 29 / 17
Council meeting unique live / archive views: 128 / 79
DPIIC Meeting unique live / archive views: 79 / N/A

The unique live and archive views above reflect only those who watched the meeting via Cal-Span – they do not include those who participated via Zoom, Microsoft Teams, etc.

On average, each monthly Council meeting receives ~130 archived views.