

TWITTER

By the numbers...

56 tweets
8,458 profile visits
22 new followers

TAKE HOME MESSAGE

This month, we saw a greater increase in both profile visits and new followers, when compared to last month. Our top tweet highlighted the June Council meeting's approval of \$9.6 million in funding for Sacramento-San Joaquin Delta Science. This tweet tagged two accounts, which increased its reach.

Top Tweet earned 4,401 impressions

#BIGNEWS: At our June Council meeting today, the Council voted to approve \$9.6 million to fund 16 **#sacdelta** scientific studies! 🏆

@ReclamationCVP is contributing over \$3.42M toward four projects +

@SWC_CAWater is co-funding one, pushing the grand total awarded to over \$10M. 📸 pic.twitter.com/pGMqfwPqVs



FEATURED CONTENT

- Great Outdoors Month, Bay-Delta Science Conference recordings, Science Action Agenda Workshop, job openings, Delta Lead Scientist Ask Me Anything, Delta Independent Science Board (ISB) Meeting, Delta ISB non-native species review, Delta Adapts equity blog, San Francisco Estuary and Watershed Sciences new issue, thank you to our 3,200 followers, California Sea Grant State Fellows, Council Meeting, listserv transition, summer in the Delta virtual backgrounds, Delta primary production report, new Assistant Deputy Executive Officer for Communications Abbott Dutton, Delta Adapts Vulnerability Assessment endorsement, Council approved delta science funding, National Social Media day
- **Live-tweeting:** None to report
- **Science Friday:** Delta primary production

FACEBOOK

By the numbers...

16 posts
79 profile visits
3 new followers

TAKE HOME MESSAGE

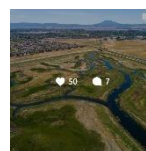


Our top post this month announced that we are looking for a senior environmental planner to join our team. This post garnered 333 impressions and was 5.5x more successful than other posts in this period, demonstrating how networking and event driven posts perform well on this platform.

INSTAGRAM

By the numbers...

97 posts, 19 stories, 1 live
147 profile visits
23 new followers



TAKE HOME MESSAGE

Our most liked post on Instagram highlighted the Council's endorsement of the Delta Adapts Vulnerability Assessment. The post reached 420 accounts, 22 % of which were not following our account. Reaching this new audience was driven primarily by our use of hashtags and resulted in 6 profile visits and 6 new followers.

LINKEDIN

By the numbers...

5 posts
69 profile visits
3 new followers

TAKE HOME MESSAGE



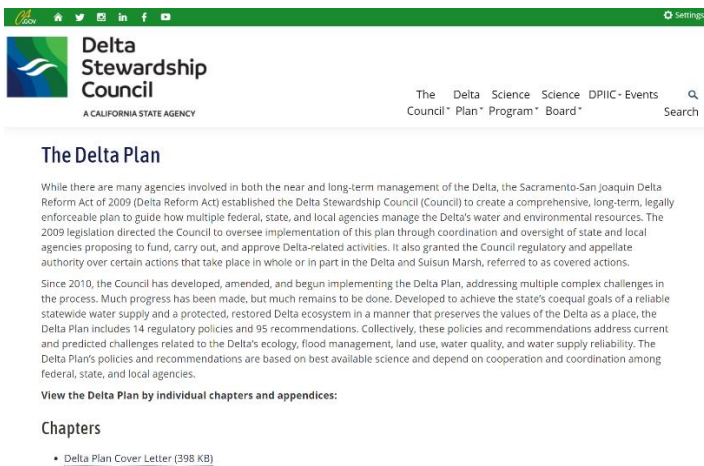
Our top post this month welcomed Assistant Deputy Executive Officer for Communications Abbott Dutton to our team. This confirms our understanding that career and staff focused posts perform well on LinkedIn. The post received 10 likes, 2 comments, and 23 clicks.

GOOGLE ANALYTICS

By the numbers...

7,371 pageviews
5,561 unique pageviews
Average time on page: 2 minutes, 14 seconds
54 % bounce rate
45 % exit rate

This month we saw a 27 % increase in overall pageviews, as in recent months, no single page stood out, instead we saw an even spread of views across multiple pages. Our highest performing page (excluding the home page) received 7 % of all traffic and 515 views.



RECURRING HIGH-TRAFFIC WEB PAGES

- Delta Plan, Council Meeting, Events, Delta Adapts

POPULAR WEB PAGES THIS MONTH

- Delta Plan
 - 515 pageviews, 278 unique views
- Council Meetings
 - 505 pageviews, 302 unique views

HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 1,909 users this month...

- Desktop: 84 % or 1,611 users
- Mobile: 15 % or 285 users
- Tablet 1 % or 13 users

LISTSERV

This month we transitioned from Campaign Monitor to Constant Contact, the numbers below represent the two platforms respectively. The disparity in click rate is due to a difference in methodology.

9 / 5 listservs sent
21 % / 14 % open rate
14 % / 6 % click rate
2 / 12 new subscribers
New subscriber monthly average: to be calculated

HIGHEST OPEN RATE

- Bay Delta Science Conference Recordings Available Now
 - 25 % of recipients opened, or 961 people

HIGHEST CLICK RATE

- Notice of June 24, 2021 Delta Stewardship Council Meeting
 - 33 % of openers clicked, or 164 people



MEETING WEBCAST (Cal-Span)

By the numbers...

Two meetings: Council and Delta ISB
Council meeting unique live / archive: 61/57
Delta ISB meeting unique live / archive: NA/17

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.