

TWITTER

68 tweets

5,891 profile visits



23 new followers

TAKE HOME MESSAGE

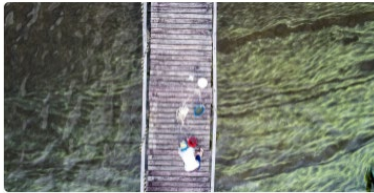
This month, our top tweet received 6 likes, reached 7,960 people, and highlighted two recent publications by the Delta Science Program: the inaugural Delta Breeze newsletter and a blog on selected projects from the Delta science proposal solicitation. This demonstrates our Twitter audience's enthusiastic response to science-communication-focused content this month.

Top Tweet earned 7,960 impressions

Big news! 📢

Our Delta Science Program has just released...
 the inaugural issue of the Delta Breeze newsletter +
 a blog on selected projects from the #sacdelta science proposal solicitation!

The newsletter → bit.ly/DeltaBreezeSum...
 The blog → bit.ly/DeltaFundingBl...
pic.twitter.com/heb5tKNfpD



👍 5 ❤️ 6

FEATURED CONTENT

- Delta Plan Interagency Implementation Committee meeting, Delta Independent Science Board meeting, Council meeting and public hearing, Delta lead scientist Instagram live, summer heatwave, job opportunities, Science Actions Workshop, Delta Adapts Inside Climate feature, Public Participation Plan survey, independent scientific review of the Mercury Control Program, Water Board curtailments proposal, 2021 National Conference on Ecosystem Restoration staff presentations.
- **Science Friday:** Delta Science Program proposal solicitation funded research topics, 2021 California Sea Grant State Fellows, harmful algal blooms, environmental DNA, gear efficiency

FACEBOOK

14 posts

44 profile visits

3 new followers

TAKE HOME MESSAGE



Our top post this month was a Science Friday feature by California Sea Grant State Fellow Karen Gutierrez on harmful algal blooms (HABs). The post received 5 likes and 1 surprise reaction. This topic also sparked audience engagement via the comments. The communications team will continue to seek opportunities to feature content that is responsive to current events in the Delta, such as HABs during summer months.

INSTAGRAM

12 posts, 41 stories, 1 live

176 profile visits

29 new followers

TAKE HOME MESSAGE



Our top post this month received 44 likes and was a Science Friday feature by Senior Environmental Scientist Lynn Takata on the California Sea Grant state fellows who have joined the Council this year. People-centric content that tags other accounts (like California Sea Grant) continues to earn top attention and, as such, will remain a pillar of content generation.

LINKEDIN

4 posts

74 profile visits

2 new followers



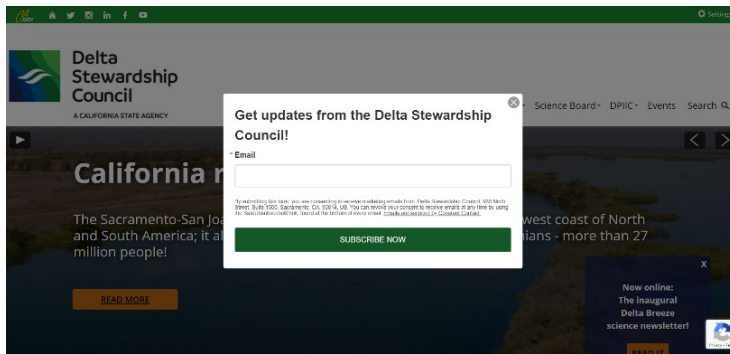
TAKE HOME MESSAGE

Our top post this month highlighted Council staff who presented at the 2021 National Conference on Ecosystem Restoration. The post received 16 likes and 4 applause reactions. This level of engagement demonstrates our audience's continued appreciation for professional and staff-focused posts.

GOOGLE ANALYTICS

7,003 pageviews
5,238 unique pageviews
Average time on page: 2 minutes, 33 seconds
52 % bounce rate
46 % exit rate

This month, the Council changed listserv venders, which necessitated a number of updates to our web pages, including the latest news web page. The new listserv platform brings a suite of new features for our website, including a “subscribe” pop-up window for new visitors to our homepage.



RECURRING HIGH-TRAFFIC WEB PAGES

- Events Calendar, Delta Plan, Council Meetings, Delta Adapts

POPULAR WEB PAGES THIS MONTH

- Council Meetings
 - 527 pageviews, 352 unique views
- Events Calendar
 - 458 pageviews, 269 unique views

HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 1,865 users this month...

- Desktop
 - 82 % or 1,523 users
- Mobile
 - 17 % or 323 users
- Tablet
 - 1 % or 19 users

LISTSERV

12 listservs sent
16 % open rate
13 % click rate
29 new subscribers
New subscriber monthly average: 16

HIGHEST OPEN RATE

- Report Released on Delta Primary Productivity: Past, Present, and Future
 - 18 % of recipients opened, or 441 people



HIGHEST CLICK RATE

- Council Hires Deputy Executive Officer for Communications
 - 20 % of openers clicked, or 90 people

MEETING WEBCAST (Cal-Span)

July 12 DPIIC meeting
Unique live views: 80
Archive views: 56
July 13 Delta ISB meeting
Unique live views: 20
Archive views: 36
July 15-16 Council meeting
Unique live views: 179
Archive views: 110

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