



TWITTER

46 tweets

6,443 profile visits

15 new followers

TAKE HOME MESSAGE

This month, the Communications team scaled back social media content across platforms to focus on overarching year-end projects. Our regularly occurring Science Friday content was our top content, with California Sea Grant State Fellow Karen Gutierrez's thread on fish eyes receiving 26 likes! This thread tagged several organizations, which led to an uptick in retweets.

Top Tweet earned 6,067 impressions

Hi! Karen Gutierrez with @caseagrnt + Delta Science Program here for a fishy #sciencefriday.

They say the eyes are the window to the soul, but a new study by scientists from @UCDavisWater, @CA_DWR, + @CalTrout found that, for some fish, the eyes may be a window to much more. pic.twitter.com/qub5Ok07Cc



1 retweet 5 replies 26 likes

FEATURED CONTENT

- **Events:** Monthly meetings, Delta Lead Scientist Ask Me Anything Instagram live, Environmental Justice brown bag webinar
- **Recruitment:** Delta Independent Science Board members and post-doc scholars, environmental scientist
- **Science Friday:** Sandhill cranes, otoliths (fish ear bones), and fish eyes
- **Other:** Halloween; public comment periods for the Draft 2022-2026 Science Action Agenda, Delta Plan Ecosystem Amendment Draft Program Environmental Impact Report, and Draft Assessment of the Delta ISB

FACEBOOK

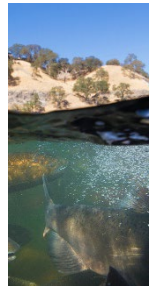
9 posts

872 page reach

0 new followers

TAKE HOME MESSAGE

Our top Facebook post this month was also Karen's Science Friday post on fish eyes. This demonstrates the ability of a topic to perform well across platforms and the value of in-depth captions that tags those mentioned.



INSTAGRAM

7 posts

20 stories

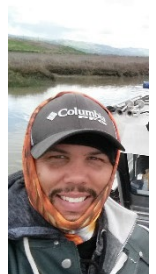
1 IGTV live

115 profile visits

24 new followers

TAKE HOME MESSAGE

Our top Instagram post was a Science Friday feature by Senior Environmental Scientist Lynn Takata on recently published otolith research led by former Delta Science Fellow Dr. Levi Lewis. Recognizing our audience's ongoing engagement with photos of people, a selfie of Dr. Lewis from the field was among the images included in this post. We also saw continued double-digit growth in followers.



LINKEDIN

2 posts

87 profile visits

6 new followers

TAKE HOME MESSAGE

Our top LinkedIn post was a job advertisement for a senior environmental scientist position in our planning and performance division. Earned engagement on this post aligned with the ongoing trends we have observed. We will continue to use LinkedIn as a platform for recruitment and workplace culture.





WEBSITE

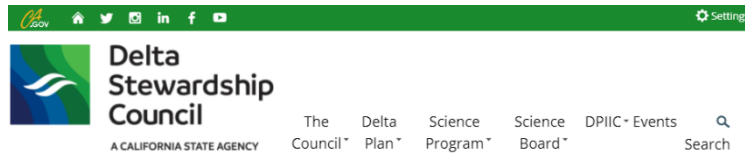
5,883 pageviews

4,682 unique pageviews

Average time on page: 2 minutes, 51 seconds

34 % returning users

The Delta Plan web page again earned top attention this month. Increased traffic to this web page was driven by the recent release of the Ecosystem Amendment Draft PEIR. We also saw a slight increase in return visitors to our website, which demonstrates that those who visit our web pages find added benefit in returning to review our content, particularly content that helps explain who we are and what we do.



The Delta Plan

While there are many agencies involved in both the near and long-term management of the Delta, the Sacramento-San Joaquin Delta Reform Act of 2009 (Delta Reform Act) established the Delta Stewardship Council (Council) to create a comprehensive, long-term, legally enforceable plan to guide how multiple federal, state, and local agencies manage the Delta's water and environmental resources. The 2009 legislation directed the Council to oversee implementation of this plan through coordination and oversight of state and local agencies proposing to fund, carry out, and approve Delta-related activities. It also granted the Council regulatory and appellate authority over certain actions that take place in whole or in part in the Delta and Suisun Marsh, referred to as covered actions.

POPULAR WEB PAGES THIS MONTH

The Delta Plan

394 pageviews

278 unique views

Delta Plan Amendments

366 pageviews

364 unique views

Council Meetings

302 pageviews

218 unique views

VIEWERSHIP BY DEVICE

In a sampling of 1,516 users this month...

Desktop

86 % or 1,310 users

Mobile

13 % or 200 users

Tablet

1 % or 6 users

LISTSERV

11 listservs sent

19 % open rate

8 % click to open rate

15 new subscribers

New subscriber monthly average: 17

HIGHEST OPEN RATE

Public Review Draft 2022-2026 Science Action Agenda

21 % of recipients opened or 512 people



HIGHEST CLICK TO OPEN RATE

Notice of November Council Meeting

13 % of openers clicked or 60 people

MEETING WEBCASTS

November 15-16 Delta ISB meeting

14 unique live views (Nov 15)

20 unique live views (Nov 16)

45 archive views

November 18 Council meeting

70 unique live views

86 archive views (includes DPIIC and the Council)

On average, each monthly Council meeting receives 61 archived views.