**TWITTER**

By the numbers...

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>141 tweets</td>
<td></td>
</tr>
<tr>
<td>1,413 profile visits</td>
<td></td>
</tr>
<tr>
<td>63 new followers</td>
<td></td>
</tr>
</tbody>
</table>

**FEATURED CONTENT**

- Live-tweets from the State of the San Francisco Estuary Conference and October Council meeting
- California Water Professionals Appreciation Week, Open and Transparent Water Data Act online implementation tool, California Flood Preparedness Week, State of the Estuary Report, new water year, Chair’s blog on climate change and the Delta
- Science Friday: Past Delta Science fellow features, celebrating nature on World Mental Health Day, fall color plant chemistry, Delta water features

**TAKE HOME MESSAGE**

October impressions peaked at 112K overall – the highest this year – with 25.5K during the two-day State of the San Francisco Estuary Conference! We nearly doubled our likes and grew impressions by close to 10% compared to the 2017 conference. Without any paid boosts on our content, these increases reflect a meaningful return on investment for staff time covering Delta events and conferences.

**TOP TWEET: 3,961 impressions**

Top Tweet earned 3,961 impressions

Oakland Mayor @libbyschaaf welcomes 800+ attendees to the 14th Biennial State of the Estuary Conference in Oakland, celebrating the diverse work of the #baydelta community! 😊

Pledges local government support for #climatechange resilience in the Bay at #sfeuaryconf. ❤️

pic.twitter.com/4bJrwlqMyV

**FACEBOOK**

By the numbers...

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>16 posts</td>
<td></td>
</tr>
<tr>
<td>173 profile visits</td>
<td></td>
</tr>
<tr>
<td>7 new followers</td>
<td></td>
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</table>

**TAKE HOME MESSAGE**

Our top post (526 users reached) featured Meeting Services Manager Brandon Chapin for California Water Professionals Week, showing the value of recognizing staff on Facebook, where friends and family are highly engaged.

**INSTAGRAM**

By the numbers...

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<tbody>
<tr>
<td>20 posts</td>
<td></td>
</tr>
<tr>
<td>54 profile visits</td>
<td></td>
</tr>
<tr>
<td>26 new followers</td>
<td></td>
</tr>
</tbody>
</table>

**TAKE HOME MESSAGE**

Our first time covering the State of the San Francisco Estuary Conference live on Instagram stories in addition to Twitter helped us grow our audience by 2%, pushing us closer to our year-end goal of 1,000 followers! We created 40 stories that included the conference hashtag and geotag (274 impressions) and saved them as an evergreen stories highlight so folks can continue to view this content.

**LINKEDIN**

By the numbers...

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<table>
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<tbody>
<tr>
<td>7 posts</td>
<td></td>
</tr>
<tr>
<td>112 profile visits</td>
<td></td>
</tr>
<tr>
<td>11 new followers</td>
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</tbody>
</table>

**TAKE HOME MESSAGE**

An introduction of CivicSpark AmeriCorps Fellow Annie Merritt earned 15 likes and 2 comments. The timing of the post during our first Climate Change Vulnerability Assessment stakeholder workshop brought engagement from one of the groups participating in the workshop, reinforcing the importance of shaping content around events.
October 2019
Outreach Highlights Report

GOOGLE ANALYTICS
By the numbers...

- 35,458 pageviews
- 33,199 unique pageviews
- Average time on page: 0 minutes, 39 seconds
- 32.78 % bounce rate
- 13.32 % exit rate

Staff continue to upload web content in support of statewide accessibility best practices. This includes adding more entries to our highly popular Events Calendar.

RE-OCcurring HIGH-TRAFFIC WEB PAGES
- Homepage, About the Council, Delta Plan, Events Calendar, Councilmembers, Council meetings, Delta Science Program

POPULAR WEB PAGES THIS MONTH
- Delta Independent Science Board meetings
  - 314 pageviews, 179 unique views
- Delta Plan Interagency Implementation Committee (DPIIC) meetings
  - 147 pageviews, 127 unique views

HOW WAS DELTACOUNCIL.CA.GOV VIEWED?
In a sampling of 3,193 users this month...

<table>
<thead>
<tr>
<th>Device</th>
<th>Percentage of users</th>
<th># of people</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop</td>
<td>90 %</td>
<td>2,872</td>
</tr>
<tr>
<td>Mobile</td>
<td>8.2 %</td>
<td>261</td>
</tr>
<tr>
<td>Tablet</td>
<td>1.8 %</td>
<td>60</td>
</tr>
</tbody>
</table>

LISTSERV
By the numbers...

- 9 listservs sent
- 15.66 % open rate
- 8.56 % click rate
- 5 new subscribers
  - New subscriber monthly average: 17

HIGHEST OPEN RATE
- State of the Estuary Report Provides Report Card on Bay-Delta Health
  - 16.85 % of subscribers opened, or 527 people

HIGHEST CLICK RATE
- State of the Estuary Report Provides Report Card on Bay-Delta Health
  - 17.65 % of subscribers clicked, or 93 people

MEETING WEBCAST
By the numbers...

- 2 meetings: Council, Delta ISB teleconference
- Council meeting: 87 unique live viewers
- Delta ISB teleconference: 22 unique live listeners

On average, each monthly Council meeting receives ~320 archived views.