



TWITTER/X

14 tweets
3.6k impressions
0 new followers

TAKE HOME MESSAGE

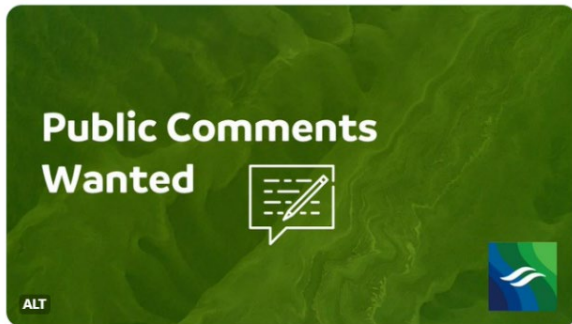
Our top tweet was a call for public comments regarding the draft monitoring strategy for cyanobacterial harmful algal blooms in the Sacramento-San Joaquin Delta. It included relevant hashtags, the due date for public comments, and a graphic.



Delta Stewardship Council @DeltaCouncil

The Delta Science Program helped facilitate development of a monitoring strategy for cyanobacterial #harmfulalgalblooms in the #sacdelta, + after 2 years of work, the draft strategy is ready for public comments!

Learn more + submit comments by March 28 rb.gy/009ca4.



3:29 PM · Feb 28, 2024 · 186 Views

FEATURED CONTENT

- **Events:** Council and Delta Independent Science Board (ISB) meetings; the Delta Plan Interagency Implementation Committee's Restoration Subcommittee meeting, Salinity Management Workshop promotion, Delta lead scientist candidate seminars
- **Other:** November 2023 Delta Restoration Forum materials, Delta Levees Investment Strategy decision-support tool and storymap, Valentine's Day, climate change and environmental justice manager vacancy, International Day of Women & Girls in Science, Eva Bush named as a 2024 Water Leader, farewells to former state fellows, Council Member Larry Ruhstaller's passing

INSTAGRAM

2 posts
9 stories
8.3k accounts reached
28 new followers



TAKE-HOME MESSAGE

Our top post celebrated our Environmental Program Manager, Eva Bush, who was selected as a 2024 Water Leader by the Water Education Foundation. The post caption included a quote from Eva, an overview of the Water Leader Program, and relevant hashtags.

LINKEDIN

6 updates
127 page views
17 new followers



TAKE-HOME MESSAGE

Our top post welcomed Executive Fellow Meenatchi Odaiyappan to the Council. It included a brief overview of the California State University Sacramento's Executive Fellowship Program and tagged both Meenatchi and the university. People-orientated content continues to perform well on LinkedIn, especially when the relevant parties are tagged.

FACEBOOK

6 posts
1 shared post
3 new followers



TAKE-HOME MESSAGE

Our post with the highest reach celebrated Eva Bush's selection as a 2024 Water Leader. Similar to the Instagram post, the Facebook post included a quote from Eva and a brief overview of the Water Leader Program. The post also included a graphic and link to the Water Leaders Program's website.



WEBSITE

Highest viewership area

Moses Lake: 757 users

Second-highest viewership area

Cheyenne: 707 users

Third-highest viewership area

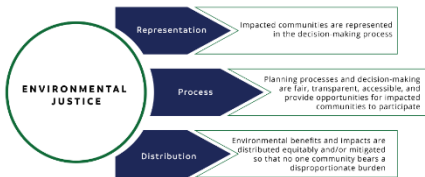
Sacramento Area: 299 users

Web pages that were updated this month included:

- Council Meetings,
- Delta ISB Meetings,
- Events,
- Delta Adapts,
- Latest News, and
- Environmental Justice.

What is Environmental Justice?

The principles of environmental justice call for the fair treatment of all people, regardless of race, culture, national origin, or income, in the development, adoption, implementation, and enforcement of environmental laws, regulations, and policies. Environmental justice also necessitates dedicated outreach and transparent opportunities for all community members to represent their concerns in the decision-making process.



POPULAR WEB PAGES THIS MONTH

About the Council

1,026 users

Council Meetings

179 users

Environmental Justice

145 users

VIEWERSHIP BY DEVICE

In a sampling of 3,721 users this month...

Desktop

91 % or 3,401 users

Mobile

8 % or 313 users

Tablet

1 % or 7 users

EMAIL ANNOUNCEMENTS

8 listservs sent

32 % open rate

3 % click rate

8 new subscribers (2,846 total)

HIGHEST OPEN RATE

Notice of March 7

DPIIC Restoration Subcommittee Meeting

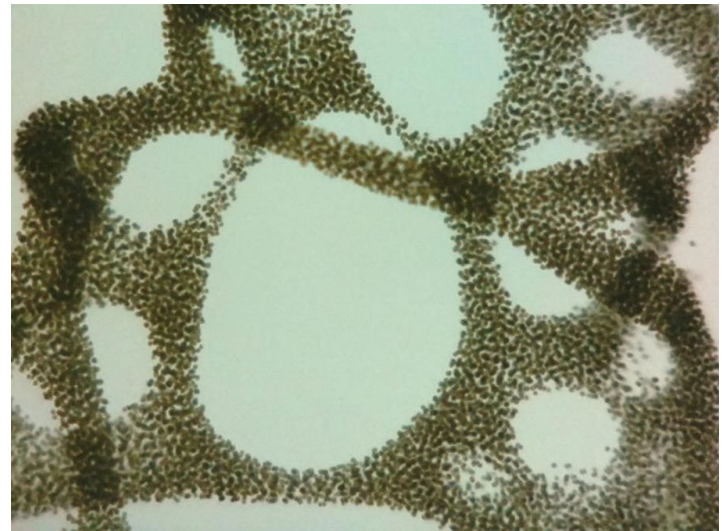
44 % of recipients opened, or 1,056 subscribers

HIGHEST LINK CLICK RATE

Public Comments Wanted:

Draft Delta HABs Monitoring Strategy

4 % of recipients clicked, or 85 subscribers



MEETING WEBCASTS

February 21 Delta ISB Meeting

Live views: 34

Archive views: 28

February 29 Council Meeting

Live views: 7

Archive views: 15

On average, Delta ISB meetings receive 50 archive views. On average, Council meetings receive 70 archive views.