



TWITTER

By the numbers...

85 tweets

1,021 profile visits

32 new followers

CONTENT HIGHLIGHTED

- Delta Lead Scientist and Delta Independent Science Board recruitments
- Live-tweets from the 2019 Delta Invasive Species Symposium: Remote Sensing Applications for Management and the August Council meeting
- California Sea Grant State Fellow 2020 application period and mini-profiles of former state fellows to show where they are today
- Science Friday topics: Predators of the Delta, river processes, pollinators in the Delta, thermal tolerance of plants and animals in the Delta

TAKE HOME MESSAGE

A time-lapse GIF of sediment deposits creating an oxbow lake to demonstrate river processes for Science Friday was a big hit, earning 5,554 impressions and 128 engagements. This affirms the usefulness of GIFs, time-lapses, and other multimedia for reaching our audiences and driving home takeaway messages. We also hit a milestone of 2,600 followers on Twitter this month!

TOP TWEET: 5,554 impressions

Top Tweet earned 5,554 impressions

When a river takes a turn, it deposits sediment on the inside bank + erodes the outside bank. Over time, this process naturally shifts the path of a river.

Shout-out to satellites for providing awesome [#timelapse](#) imagery of this process! 🌐

[#scifri pic.twitter.com/liljngtAR](#)



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FACEBOOK

By the numbers...

15 posts

118 profile visits

3 new followers



TAKE HOME MESSAGE

A link shared from California Sea Grant reminding folks that there was still time to apply to our four 2020 state fellow positions reached 415 people, earned seven likes, and three shares. While only a small piece of our social portfolio, Facebook remains useful for cross-promotion purposes.

INSTAGRAM

By the numbers...

16 posts

74 profile visits

6 new followers



TAKE HOME MESSAGE

We increased the number and variety of our posts in August and focused on our overall grid aesthetic using the content planning tool Planoly. A push to follow and engage with other Delta and water policy-related accounts this month helped double our profile visits and grow our number of followers, pushing us closer to our goal of 1,000 followers by year's end.

LINKEDIN

By the numbers...

5 posts

138 profile visits

3 new followers



TAKE HOME MESSAGE

A feature highlighting the experience of former California Sea Grant State Fellow Stephen Pang earned 16 likes and engagement from colleagues at his current employer, Stantec. This response shows the importance of engaging both individuals and companies on LinkedIn to share the work and opportunities created by the Council.

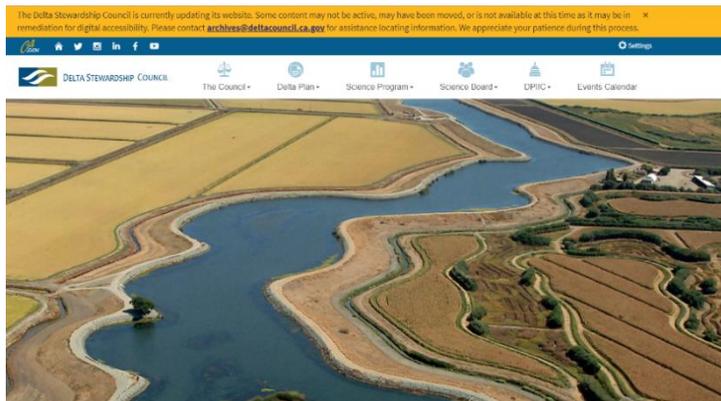


GOOGLE ANALYTICS

By the numbers...

11,565 pageviews
7,174 unique pageviews
Average time on page: 2 minutes, 04 seconds
44.59 % bounce rate
40.86 % exit rate

A significant amount of information was uploaded to our website last month through the addition of our new dropdown menu. Staff continue remediation efforts in support of statewide accessibility laws.



RE-OCCURRING HIGH-TRAFFIC WEB PAGES

- Homepage, Delta Plan, Delta Science Program, Council members, Council meetings

POPULAR WEB PAGES THIS MONTH

- Events Calendar
 - 714 pageviews, 379 unique views
- Rulemaking to Implement Delta Plan Amendment Regarding Delta Levees Investment Strategy
 - 290 pageviews, 158 unique views

HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 1,701 users this month...

Device	Percentage of users	# of people
Desktop	83.6 %	1,422
Mobile	12.23 %	208
Tablet	4.17 %	71

LISTSERV

By the numbers...

6 listservs sent
15.46 % open rate
12.08 % click rate
12 new subscribers
New subscriber monthly average: 23

HIGHEST OPEN RATE

- Delta Independent Science Board (Delta ISB) Teleconference Meeting Notice - August 15, 2019
 - 16.7 % of users opened, or 535 people

HIGHEST CLICK RATE

- Draft Agenda for August 29, 2019 Delta Invasive Species Symposium
 - 19.14 % of users clicked, or 93 people



WEDNESDAY 14 AUGUST

Draft Agenda for Delta Invasive Species Symposium



MEETING WEBCAST

By the numbers...

2 meetings: Council, Delta ISB teleconference
Council meeting: 97 unique live listeners
Delta ISB teleconference meeting: N/A

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