

September 2019 Outreach Highlights Report



TWITTER

By the numbers...

116 tweets

1,043 profile visits

31 new followers

FEATURED CONTENT

- Live-tweets from the September Council meeting in Orange County, Delta Independent Science Board (Delta ISB) meeting, Department of Water Resources Climate Change Vulnerability and Adaptation Summit
- Delta lead scientist, Delta ISB, and Delta Science Program vacancies
- A chapter-by-chapter overview of the Delta Plan in promotion of National Estuaries Week, State of the San Francisco Estuary Conference registration
- Science Friday: California Biodiversity Day, World Water Monitoring Day, ethnobotany in the Delta, a day in the life of Delta Lead Scientist John Callaway

TAKE HOME MESSAGE

Content focused on how the Council fits into the broader California water landscape continues to resonate with our audiences, as demonstrated by the engagement of nearly a dozen accounts during our September Council meeting. September brought opportunities to emphasize the Delta's statewide importance and the Delta Plan's connection to interagency research, monitoring, climate change adaptation, and California water resilience.

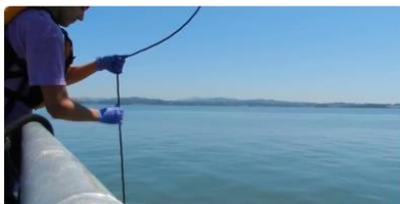
TOP TWEET: 3,614 impressions

Top Tweet earned 3,614 impressions

In support of chapter 6 of the Delta Plan, @CA_DWR's Environmental Monitoring Program leads routine efforts that include tracking physical, chemical + biological characteristics of #cawater. 💧

Equipment ranges from high tech tools to simple pieces of plastic! 📷 ➡️ ☐

#scifri pic.twitter.com/iH2jHmuOtb



🔗 2 🔄 3 ❤️ 14

FACEBOOK

By the numbers...

17 posts

193 profile visits

7 new followers



TAKE HOME MESSAGE

Our top post (204 users reached) linked to our Job Opportunities web page and included a tailored image representing the range of positions we advertised last month. Because of the success of this post, the Comms team will further research Facebook's job promotion feature for future recruitments.

INSTAGRAM

By the numbers...

27 posts

101 profile visits

18 new followers



TAKE HOME MESSAGE

Our top post (355 users reached) was a regram from Delta Kayak Adventures that embodied elements of "Delta as a place," including recreation and local business. Regrams continue to foster authentic connections between the Council and those living in or visiting the Delta.

LINKEDIN

By the numbers...

7 posts

109 profile visits

3 new followers



TAKE HOME MESSAGE

Thought pieces like Chair Tatayon's blog, "California Water Resilience – What's in Your Portfolio?" linking the Governor's Initiative and the Delta Plan are ideal for engaging professional audiences and partner agencies on LinkedIn. This particular post earned above-average engagement and 278 impressions.

September 2019 Outreach Highlights Report



GOOGLE ANALYTICS

By the numbers...

26,516 pageviews
23,313 unique pageviews
Average time on page: 0 minutes, 53 seconds
35.01 % bounce rate
15.32 % exit rate

This month saw the addition of featured sliders highlighting new and priority content on the Council's homepage. Staff continue to add new web pages in support of statewide accessibility best practices.



RE-OCCURRING HIGH-TRAFFIC WEB PAGES

- Homepage, About the Council, Delta Plan, Events Calendar, Council Members, Council Meetings

POPULAR WEB PAGES THIS MONTH

- California Water Resilience – What's in Your Portfolio?
 - 257 pageviews, 214 unique views
- Job Opportunities
 - 224 pageviews, 175 unique views

HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 2,711 users this month...

Device	Percentage of users	# of people
Desktop	87 %	2,361
Mobile	10 %	281
Tablet	3 %	69

LISTSERV

By the numbers...

6 listservs sent
15.82 % open rate
9.58 % click rate
8 new subscribers
New subscriber monthly average: 19

HIGHEST OPEN RATE

- California Water Resilience – What's in Your Portfolio?
 - 16.7 % of subscribers opened, or 529 people

HIGHEST CLICK RATE

- Registration Open for Upcoming Symposium on Thresholds in Ecosystem Restoration at UC Davis
 - 14.82 % of subscribers clicked, or 71 people



MEETING WEBCAST

By the numbers...

2 meetings: Council, Delta ISB
Council meeting: 79 unique live viewers
Delta ISB teleconference: 44 unique live listeners

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