

November 2019 Outreach Highlights Report



TWITTER

By the numbers...

121 tweets

1,026 profile visits

35 new followers

FEATURED CONTENT

- Live tweets from the November Council meeting, Delta Science Program's Thresholds and Ecosystem Restoration Symposium, and Delta Plan Interagency Implementation Committee (DPIIC) meeting
- Delta Plan Five-Year Review Report and Highlights, Delta Independent Science Board meeting, Delta Science Program application period, Delta Science Plan update, Chair's blog on the place of the Delta in the greater watershed and beyond
- Science Friday: Spooky Delta science, natural Delta ecosystem engineers, America Recycles Day, World Fisheries Day, and Opt Outside in the Delta

TAKE HOME MESSAGE

Content that features our work alongside other agencies, academia, and Delta stakeholders continues to earn the most attention on social, as well as internal and external recognition tweets. Our top tweet this month showcased Central Valley Flood Protection Board Advisory Committee members presenting the Department of Water Resources' first Delta Levee Investments Report to the Council along with a quote praising the Council's leadership on the Committee.

TOP TWEET: 3,132 impressions

Top Tweet earned 3,132 impressions

The Council is the glue that keeps this [#sacdelta](#) levees workgroup together, [@CA_DWR](#) Integrated Watershed Management Deputy Director Kris Tjernell tells the Council. 🍷

This is the first joint report by our staff, DWR, + the Central Valley Flood Protection Board to the Council.
pic.twitter.com/tylyOnMIKI



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FACEBOOK

By the numbers...

11 posts

131 profile visits

9 new followers



TAKE HOME MESSAGE

Our top post (143 users reached) announced our November Council meeting and highlighted presentations by our partner agencies. We will continue to tag presenting agencies in the future, as this increases engagement ahead of meetings.

INSTAGRAM

By the numbers...

13 posts

36 profile visits

8 new followers



TAKE HOME MESSAGE

Our top post (324 users reached) was State Fellow Kate's Science Friday on natural ecosystem engineers in the Delta (i.e. invasive plants). Quickly liking and responding to comments on this post helped combat Instagram's built-in algorithm and increased the likelihood of our post appearing higher in followers' feeds. This translates to higher engagement overall.

LINKEDIN

By the numbers...

7 posts

112 profile visits

11 new followers



TAKE HOME MESSAGE

Our top post (248 impressions) announced a detailed report and a highlights companion piece summarizing our first Five-Year Review of the Delta Plan. This reinforces that LinkedIn is an appropriate place to tout Council products and staff achievements. We will continue to share this type of content in the future to connect with our growing LinkedIn audience.

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GOOGLE ANALYTICS

By the numbers...

15,890 pageviews
13,573 unique pageviews
Average time on page: 1 minutes, 14 seconds
44.04 % bounce rate
24.2 % exit rate

November saw the addition of several new homepage updates highlighting new and noteworthy content. Staff continue efforts to remediate web content in support of statewide accessibility best practices.



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 Plan amendments
 - 237 pageviews, 131 unique views
- DPIIC meetings
 - 178 pageviews, 125 unique views

HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 2,370 users this month...

Device	Percentage of users	# of people
Desktop	87.1 %	2,065
Mobile	10.5 %	249
Tablet	2.4 %	56

LISTSERV

By the numbers...

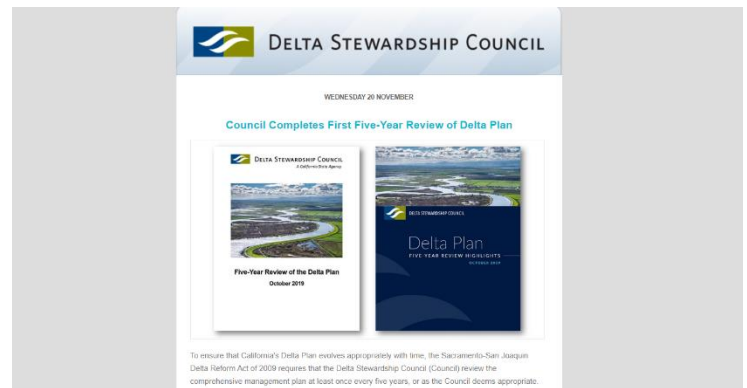
9 listservs sent
14.89 % open rate
8.96 % click rate
4 new subscribers
New subscriber monthly average: 15

HIGHEST OPEN RATE

- Notice for November 20, 2019 Water Year 2019 Update: 2008/2009 Biological Opinions Meeting
 - 15.96 % of subscribers opened, or 494 people

HIGHEST CLICK RATE

- Delta Stewardship Council Completes First Five-Year Review of Delta Plan
 - 12.47 % of subscribers clicked, or 57 people



MEETING WEBCAST

By the numbers...

3 meetings: DPIIC, Delta ISB teleconference, Council
DPIIC Meeting: 63 live viewers
Delta ISB teleconference: 58 live listeners
Council Meeting: 100 live viewers

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