

December 2019 Outreach Highlights Report



TWITTER

By the numbers...

70 tweets
543 profile visits
15 new followers

FEATURED CONTENT

- Live tweets from the December Council Meeting
- Preliminary draft amendment to Chapter 4 of the Delta Plan and associated blog by Executive Officer Jessica R. Pearson, December Chair's blog, Delta Plan performance measures blog by Program Manager Martina Koller, Delta Social Science Task Force's draft recommendations report, 2019 Water Education Foundation Water Leaders Report, December Estuary News, 2020 Delta Science Fellowship application deadline, Association of California Water Agencies Conference panel featuring Chair Tatayon
- Science Friday: World Soil Day, fish barriers in the Delta, Delta ecosystem services, and Delta Science Program achievements in 2019

TAKE HOME MESSAGE

There was no shortage of content to share this month, particularly as staff wrapped significant year-end projects. To hook viewers during this historically quiet month for state agencies on Twitter, the Comms team created custom GIFs in-house, which contributed to a slight uptick in impressions (67K) from December 2018!

TOP TWEET: 3,329 impressions

Top Tweet earned 3,329 impressions

#DYK the **#sacdelta** has a bubble barrier that uses sound + light to create a curtain of bubbles, protecting salmon from migrating where they shouldn't? 🐟

In other words, this barrier is a fence made of bubbles that keeps **#salmon** swimming in the right direction.

#scifri pic.twitter.com/rRclYy6ZGe



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FACEBOOK

By the numbers...

20 posts
90 profile visits
3 new followers

TAKE HOME MESSAGE

Our top post (143 users reached) was a four-second "Apply Now" video announcing an office technician vacancy in our administrative division. We will continue to share vacancy announcements on Facebook in the future, as the platform continues to be a popular channel for job-related content.

INSTAGRAM

By the numbers...

13 posts
39 profile visits
12 new followers

TAKE HOME MESSAGE

We hit our 2019 goal of 1,000 Instagram followers this month! Our top post (516 users reached) was State Fellow Kate's Science Friday on World Soil Day, highlighting the types of soil in the Delta. Using popular culture and science themed "holidays" to inform our content is an excellent way to engage new and current audiences, a strategy we will continue to pursue in 2020.

LINKEDIN

By the numbers...

8 posts
83 profile visits
15 new followers

TAKE HOME MESSAGE

Our top post (306 impressions) was a GIF announcing an office technician vacancy in our administrative division. The response to the post suggests GIFs and short videos should play a larger role in our LinkedIn content strategy in the future.

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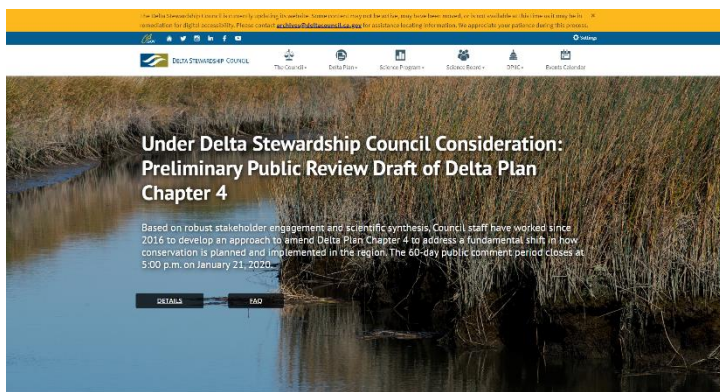


GOOGLE ANALYTICS

By the numbers...

18,213 pageviews
16,251 unique pageviews
Average time on page: 1 minute, 01 seconds
54.02 % bounce rate
24.74 % exit rate

December saw an uptick in traffic with the release of the preliminary draft amendment to Chapter 4 of the Delta Plan and several new blogs. Staff continue to expand 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
 - 430 pageviews, 279 unique views
- Toward a More Resilient Delta for All: Protecting, Restoring, and Enhancing the Delta Ecosystem
 - 320 pageviews, 266 unique views

HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 3,012 users this month...

Device	Percentage of users	# of people
Desktop	88.7 %	2,672
Mobile	9.4 %	284
Tablet	1.9 %	56

LISTSERV

By the numbers...

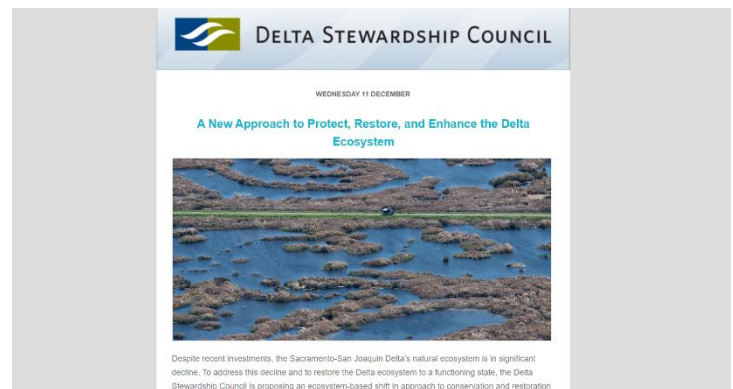
11 listservs sent
14.72 % open rate
9.72 % click rate
8 new subscribers
New subscriber monthly average: 14

HIGHEST OPEN RATE

- Now Available: The Delta Independent Science Board's Final Review on the Interagency Ecological Program
 - 16.15 % of subscribers opened, or 485 people

HIGHEST CLICK RATE

- A New Approach to Protect, Restore, and Enhance the Delta Ecosystem
 - 14.47 % of subscribers clicked, or 68 people



MEETING WEBCAST

By the numbers...

2 meetings: Council, Delta ISB teleconference
Council meeting: 67 unique live viewers
Delta ISB teleconference: No stats available

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