



Delta Stewardship Council Outreach Highlights Report

TWITTER

By the numbers...

| |
|--------------------|
| 71 tweets |
| 865 profile visits |
| 34 new followers |

FEATURED CONTENT

- Live-tweets from the Council Meeting and the Delta Science Program-hosted Estuarine Connectivity Symposium at UC Davis
- Chair’s blog on reducing reliance on the Delta, International Day of Women in Science, Engineers Week (EWeek), Introduce A Girl to Engineering Day, Council and California Sea Grant social scientist recruitment, chair’s blog on ecosystem-based management, draft Public Participation Plan
- Science Friday: King tides, estuarine connectivity, juvenile salmon, and fish predation

TAKE HOME MESSAGE

Delta science, job vacancies, and staff features tied to popular culture events like International Women in Science Day and EWeek earned high engagement this month, reinforcing the value of sharing timely, relevant science, agency opportunities, and staff features. Original GIFs with Delta landscapes continue to be scroll-stopping content that resonates with followers. Twitter’s “pin” feature continues to allow us to highlight priority content at the top of our profile, like the top tweet below.

Top Tweet earned 2,835 impressions

Have you heard?

We've partnered with [@CASeaGrant](#) to hire a [#socialscientist](#) to assist with [#sacdelta](#) research + outreach on the human dimensions of [#cawater](#)/environmental management and policy issues [→](#)
go.usa.gov/xdPgH!

Submit your application by Mar 16.
pic.twitter.com/OWYgixX6Z6



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FACEBOOK

By the numbers...

| |
|--------------------|
| 18 posts |
| 205 profile visits |
| 0 new followers |



TAKE HOME MESSAGE

Our top post reached 1,034 users – significantly higher than average – highlighting the role of Delta Plan Interagency Implementation Committee Coordinator Amanda Bohl for International Women in Science Day! We will continue to schedule “shareable” Facebook content featuring the faces of Council staff, which often engages colleagues, families, and friends.

INSTAGRAM

By the numbers...

| |
|-------------------|
| 15 posts |
| 47 profile visits |
| 0 new followers |



TAKE HOME MESSAGE

An underwater river photo of a salmon for Science Friday reached 567 users and resulted in 6 profile visits. In response to a growing interest in science-based content, we are working on adding a “link repository” feature to our Instagram profile that will make our most recent links available to viewers for a longer period of time.

LINKEDIN

By the numbers...

| |
|--------------------|
| 10 posts |
| 113 profile visits |
| 34 new followers |



TAKE HOME MESSAGE

Our top post (950 impressions) celebrated Supervising Water Resources Engineer Andrew Schwarz’s publication of a new journal article on climate change and water supply. Our continued audience growth reinforces LinkedIn’s effectiveness to promote agency staff, culture, and accomplishments.

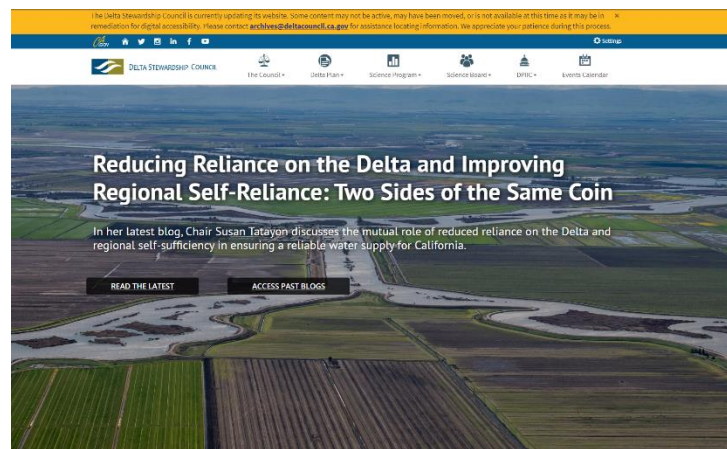


GOOGLE ANALYTICS

By the numbers...

| |
|---|
| 9,255 pageviews |
| 6,911 unique pageviews |
| Average time on page: 2 minutes, 14 seconds |
| 54.73 % bounce rate |
| 46.08 % exit rate |

This month saw the slight restructuring of some of our dropdown menus to more prominently feature our most popular web content, like blogs. Staff continue to work diligently on an agency-wide accessibility guide to streamline workflow.



RE-OCCURRING HIGH-TRAFFIC WEB PAGES

- Homepage, Events Calendar, Council Meetings, Council Members, Delta Plan, Delta Science Program, Delta ISB Meetings

POPULAR WEB PAGES THIS MONTH

- Reducing Reliance on the Delta and Improving Regional Self-Reliance: Two Sides of the Same Coin
 - 489 pageviews, 424 unique views
- Delta Lead Scientist
 - 283 pageviews, 188 unique views

HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 2,733 users this month...

| Device | Percentage of users | # of people |
|---------|---------------------|-------------|
| Desktop | 81.2 % | 2,218 |
| Mobile | 16.2 % | 443 |
| Tablet | 2.6 % | 72 |

LISTSERV

By the numbers...

| |
|------------------------------------|
| 10 listservs sent |
| 14.94 % open rate |
| 12.58 % click rate |
| 17 new subscribers |
| New subscriber monthly average: 10 |

HIGHEST OPEN RATE

- Reducing Reliance on the Delta and Improving Regional Self-Reliance: Two Sides of the Same Coin
 - 17.2 % of subscribers opened, or 500 people

HIGHEST CLICK RATE

- Reducing Reliance on the Delta and Improving Regional Self-Reliance: Two Sides of the Same Coin
 - 17.2 % of subscribers clicked, or 86 people



MEETING WEBCAST

By the numbers...

| |
|--|
| 1 meeting: Council |
| Council meeting: 142 unique live viewers |

On average, each monthly Council meeting receives ~130 archived views.