



TWITTER

By the numbers...

86 tweets
1,428 profile visits
28 new followers

TAKE HOME MESSAGE

Profile visits nearly doubled this month as staff worked quickly and proactively to share agency updates in response to COVID-19. During this unprecedented time, clear messaging accompanied by simple GIFs made in-house earned top attention. As we temporarily shift to remote meeting formats, social content is more critical than ever to communicate agency activities.

Top Tweet earned 2,703 impressions

To protect public health + safety in response to #COVID19, our office is now closed to the public, though staff continue to work remotely. 📺

Our meeting formats have also shifted to remote-only. Visit our website for the latest updates + information.

deltacouncil.ca.gov
pic.twitter.com/LIN2XTIMjR



🔗 4 ❤️ 4

FEATURED CONTENT

- Live tweets from the Delta Plan Interagency Implementation Committee meeting, Delta lead scientist applicant brown bag seminars, and remote access Council meeting
- International Women’s Day, World Wildlife Day, new California Sea Grant state fellows, Draft Public Participation Plan, 50 Years of Interagency Ecological Program Monitoring blog, Estuary News Pearls, and the March 2020 San Francisco Estuary and Watershed Science (SFEWS) journal release
- Science Friday: Aquatic weeds, SFEWS open-access science, long-term ecological monitoring, and communicating science through storytelling

FACEBOOK

By the numbers...

23 posts
104 profile visits
6 new followers

TAKE HOME MESSAGE

Our top post, a six-second video of a warning icon placed over an original image from a Council meeting, was shared by the Department of Water Resources, which helped us reach close to 1,300 users! The post described our office closure and meeting format change in response to COVID-19.

INSTAGRAM

By the numbers...

15 posts
79 profile visits
15 new followers

TAKE HOME MESSAGE

An introduction of one of our new CA Sea Grant State Fellows, Molly Williams, earned 48 likes, 12 comments, and six shares this month reinforcing the importance of responding quickly and meaningfully to comments to boost engagement. High quality portraits continue to shine on our Instagram grid.

LINKEDIN

By the numbers...

9 posts
88 profile visits
16 new followers

TAKE HOME MESSAGE

In recognition of International Women’s Day, our top post (279 impressions) featured Chair Susan Tatayon and Special Assistant Amanda Bohl with an accompanying post highlighting the fact that roughly 70 percent of our workforce and executive leaders are women! The post earned 13 reactions from Council staff and colleagues from partner agencies, a reflection of continued staff and partner engagement on this platform.



GOOGLE ANALYTICS

By the numbers...

8,054 pageviews
5,823 unique pageviews
Average time on page: 2 minutes, 59 seconds
51.56 % bounce rate
46.08 % exit rate

This month brought multiple web updates to communicate our response to COVID-19. This included a featured slider to notice the public of the Council's office closure, updates on how staff can be reached remotely, and public meeting format changes.



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

- Building Upon 50 Years of Interagency Ecological Science in the Bay-Delta
 - 296 pageviews, 248 unique views
- Delta Lead Scientist
 - 463 pageviews, 363 unique views

HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 1,978 users this month...

Device	Percentage of users	# of people
Desktop	82.7 %	1,635
Mobile	14.8 %	292
Tablet	2.5 %	51

LISTSERV

By the numbers...

17 listservs sent
14.83 % open rate
6.75 % click rate
16 new subscribers
New subscriber monthly average: 10

HIGHEST OPEN RATE

- Council Approves \$1 Million in Science Funding and Path Forward for Delta Levees at March 26 Meeting
 - 17.2 % of subscribers opened, or 510 people

HIGHEST CLICK RATE

- Now Available: Briefing Paper for April 27-28, 2020 Science Needs Assessment Workshop
 - 13.66 % of subscribers clicked, or 65 people



MEETING WEBCAST

By the numbers...

One meeting: Council teleconference
Council teleconference: 183 archive views

In response to COVID-19, our meeting formats have shifted to remote access only. No live view data is available for these meeting formats. On average, each monthly Council meeting receives ~130 archived views.