



TWITTER

By the numbers...

96 tweets
949 profile visits
22 new followers

TAKE HOME MESSAGE

As the Council continues teleworking toward its mission in order to protect public health, content featuring the faces and activities of executive leaders, staff, and California Sea Grant fellows earned top attention. Continued engagement on this type of personalized, time-relevant, “share-worthy” content confirms its resonance among digital audiences and informs the external affairs division’s further development of best practices for innovative communication.

Top Tweet earned 5,945 impressions

#ICYMI Dr. Laurel Larsen - an expert in #hydroecology, landscape dynamics, complex environmental systems, + #restoration - was unanimously appointed by the Council as lead scientist. 🙋

Read the news release announcing her appointment go.usa.gov/xvVaH!

#womeninSTEM
pic.twitter.com/btBEGEcGhf



3 17 56

FEATURED CONTENT

- Live tweets from the virtual May 1 Council meeting
- Video message from Deputy Executive Officer of Planning & Performance Jeff Henderson (ahead of the May 28 Proposed Ecosystem Amendment Program Environmental Impact Report scoping meeting), Public Service Recognition Week, Chair Susan Tatayon’s latest blog, teleworking “bingo” card, Delta Independent Science Board (ISB) monitoring questionnaire, Public Participation Plan, and job opportunities
- Science Friday: Recently published findings from 2018 Delta Science Fellow Katherine Smith, naming of 2020 Delta science fellows, new salmon and sturgeon research by Dr. Myfanwy Johnston, and the mysterious disappearance of the Chinese Mitten Crab

FACEBOOK

By the numbers...

9 posts
106 profile visits
3 new followers



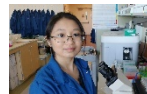
TAKE HOME MESSAGE

Our top post, a Science Friday takeover by Sr. Environmental Scientist Lynn Takata, reached 308 viewers. Ahead of the naming of 2020’s Delta science fellows, this post shone light on the fellowship program and pointed to recently published findings on at-risk Bay-Delta species in managed wetlands by 2018 Delta Science Fellow Dr. Katherine Smith. Continued popularity of Science Friday content on Facebook indicates a rising interest in science among our existing audience and potential growth of a new science audience on this platform.

INSTAGRAM

By the numbers...

12 posts
36 profile visits
3 new followers



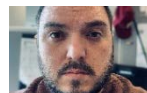
TAKE HOME MESSAGE

Part one of two Science Friday posts announcing the 2020 Delta science fellows reached 436 users, earned 28 likes, two comments, two shares, and two saves this month. Science content on Instagram continues to generate engagement, especially among staff and external partners, and provides opportunities to tap into a new science audience through tagging features / cross-channel promotion.

LINKEDIN

By the numbers...

8 posts
197 profile visits
10 new followers



TAKE HOME MESSAGE

A post acknowledging Technical Writer Erik Erreca, who is volunteering on behalf of the Council to support California Connected’s COVID-19 contact tracing efforts, earned eight likes, two comments, and one share. Content highlighting the work of staff continues to foster positive engagement and community support.

May 2020 Delta Stewardship Council Outreach Highlights Report

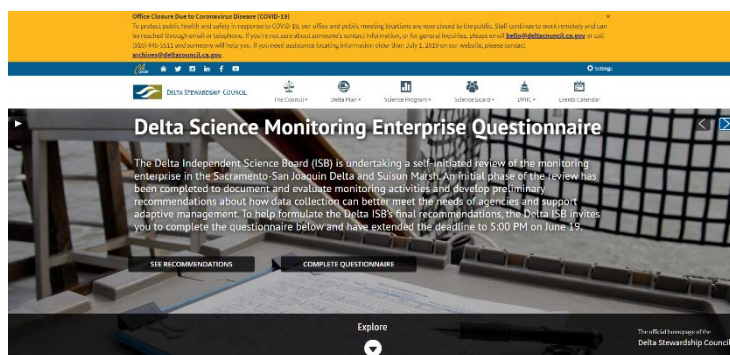


GOOGLE ANALYTICS

By the numbers...

7,076 pageviews
5,338 unique pageviews
Average time on page: 2 minutes, 49 seconds
48.89 % bounce rate
43.98 % exit rate

This month brought the opportunity to analyze workflow of web content creation, maintenance, and processes. Discussions identified areas for improved efficiency and effectiveness, as staff continue teleworking. These conversations are more critical than ever, as the Council continues heavily relying upon digital platforms like deltacouncil.ca.gov to communicate with its audience.



RE-OCCURRING HIGH-TRAFFIC WEB PAGES

- Homepage, Events Calendar, Council Meetings, Councilmembers, Delta Plan, About the Delta Science Program, Delta Independent Science Board Meetings

POPULAR WEB PAGES THIS MONTH

- Delta Plan Amendments
 - 536 pageviews, 345 unique views
- “Communicating What’s at Stake: The Art of Communicating Science” by Chair Tatayon
 - 271 pageviews, 219 unique views

HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 1,662 users this month...

Device	Percentage of users	# of people
Desktop	83.2 %	1,382
Mobile	13.9 %	231
Tablet	2.9 %	49

LISTSERV

By the numbers...

12 listservs sent
15.95 % open rate
9.32 % click rate
7 new subscribers
New subscriber monthly average: 8

HIGHEST OPEN RATE

- Appeal Filed for Lower Yolo Ranch Restoration Project Certification of Consistency
 - 18.5 % of subscribers opened, or 332 people

HIGHEST CLICK RATE

- Appeal Filed for Lower Yolo Ranch Restoration Project Certification of Consistency
 - 17.8 % of subscribers clicked, or 319 people



MEETING WEBCAST

By the numbers...

Two meetings: Council and Delta ISB
Council meeting unique live / archive views: 63 / 91
ISB meeting unique live / archive views: N/A / 53

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