



TWITTER

By the numbers...

111 tweets
831 profile visits
27 new followers

TAKE HOME MESSAGE

In celebration of “Great Outdoors Month” and to amplify critical statewide public health messages related to outdoor recreation during the COVID-19 pandemic, the Council partnered with California State Parks for a five-part social media takeover series. Parks’ weekly takeovers of the Council’s Twitter, Facebook, and Instagram featured ways to safely recreate in the Sacramento-San Joaquin Delta’s State Recreation Areas and more. Following the series’ mutual success and to foster new collaborative opportunities with external partners, the Council will continue to share its platforms – pairing current issues with “holidays” to communicate timely, informative digital content to its audiences.



FEATURED CONTENT

- Live tweets from the June 25 Council meeting (which included the announcement of six new Delta Independent Science Board [Delta ISB] members) and the June 3 Pre-Science Needs Assessment Workshop virtual discussion series session
- Job opportunities, California Connected contact tracing, social science brown bag series with CA Sea Grant (CSG), Science Action Agenda survey, a new blog by Executive Officer Jessica R. Pearson, national selfie day
- Science Friday: CSG State Fellowship Program application period, new San Francisco Estuary Watershed Science, Invasive Species Action Week (included an aquatic vegetation video), open data

FACEBOOK

By the numbers...

18 posts
168 profile visits
15 new followers



TAKE HOME MESSAGE

Our top post, Parks’ first takeover, reached 10,301 viewers and earned 189 link clicks! This level of engagement confirms a significant interest in and appreciation of ways to safely recreate in the Delta, with respect to the latest COVID-19 guidance, among both our Facebook audiences and Parks’. Furthermore, it demonstrates the importance of curating a pallet of well-rounded, “share-worthy” content that covers current events in addition to routine posts.

INSTAGRAM

By the numbers...

17 posts
36 profile visits
3 new followers



TAKE HOME MESSAGE

Our most liked post this month applauded Environmental Scientist Megan Thomson, who volunteered on behalf of the Council to support California Connected’s COVID-19 contact tracing efforts. Content acknowledging Council staff continues to foster positive engagement and community support, shown in the forms of likes, comments, and post/story shares.

LINKEDIN

By the numbers...

3 posts
208 profile visits
30 new followers



TAKE HOME MESSAGE

Publication of a new blog by Executive Officer Jessica R. Pearson, “An Experiment in Governance: Marking Ten Years of the Delta Stewardship Council,” earned top attention this month with 17 link clicks, 10 likes, one comment, and two shares. This level of engagement reflects our audiences’ interest in and appreciation of the Council’s history, milestones to date, and future priorities.

June 2020 Delta Stewardship Council Outreach Highlights Report

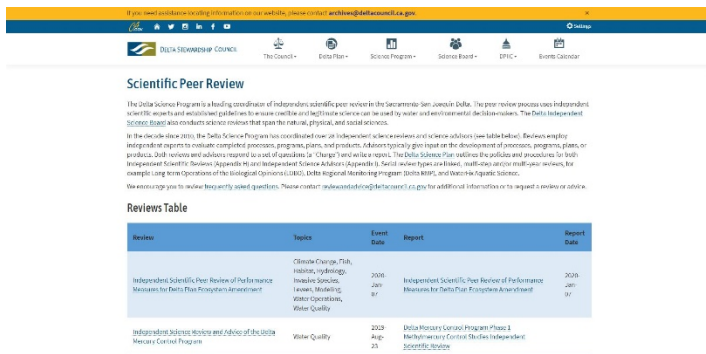


GOOGLE ANALYTICS

By the numbers...

7,954 pageviews
5,974 unique pageviews
Average time on page: 27 seconds
53.79 % bounce rate
43.94 % exit rate

This month brought updates to several Council web pages to better represent our agency's mission, activities, and services, like the Delta Science Program's scientific peer review and advice offerings. Displaying up-to-date web content remains critical, as the Council continues to heavily rely upon deltacouncil.ca.gov as the primary platform for housing agency information of public interest.



RE-OCCURRING HIGH-TRAFFIC WEB PAGES

- Homepage, Events Calendar, Job Opportunities, Council Meetings, About the Council, Councilmembers, Delta Plan, Delta Plan Amendments

POPULAR WEB PAGES THIS MONTH

- "An Experiment in Governance: Marking Ten Years of the Delta Stewardship Council" by Executive Officer Jessica R. Pearson
 - 283 pageviews, 233 unique views
- Delta ISB Members
 - 228 pageviews, 179 unique views

HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 1,986 users this month...

Device	Percentage of users	# of people
Desktop	82.0 %	1,629
Mobile	15.4 %	306
Tablet	2.6 %	51

LISTSERV

By the numbers...

12 listservs sent
16.47 % open rate
10.95 % click rate
9 new subscribers
New subscriber monthly average: 8

HIGHEST OPEN RATE

- Delta Stewardship Council Appoints Six New Delta Independent Science Board Members
 - 19.2 % of subscribers opened, or 545 people

HIGHEST CLICK RATE

- New Blog by Executive Officer Jessica R. Pearson – An Experiment in Governance: Marking Ten Years of the Delta Stewardship Council
 - 23.7 % of openers clicked, or 118 people



MEETING WEBCAST

By the numbers...

Two meetings: Council and Delta ISB
Council meeting unique live / archive views: 112 / 66
ISB meeting unique live / archive views: 10 / 7

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