TWITTER

By the numbers...

- 71 tweets
- 504 profile visits
- 13 new followers

TAKE HOME MESSAGE

Social media this month continued to be a critical platform for the Delta Stewardship Council in amplifying the latest COVID-19 guidance and messages from California’s public health officials. In support of Governor Newsom’s “Wear a Mask” campaign and the California Natural Resources Agency’s #whyimask campaign, the Council this month featured Contract Analyst Sarah Ward’s motivation to wear a mask. The tweet was quickly retweeted by the Governor’s Office and 19 other accounts, earned 79 likes, and made 39.4K impressions! The Council’s communication team will continue to post similar messaging featuring staff as the state continues teleworking and mitigating the spread of COVID-19.

FEATURED CONTENT

- Live tweets from the July 13 Delta Plan Interagency Implementation Committee (DPIIC) meeting, July 23 Council meeting, and the July 28 Pre-Science Needs Assessment Workshop virtual discussion series session
- #Whyimask, CA Sea Grant State Fellowship Program application period, Science Action Agenda survey, performance measures dashboard update to include data from water year 2019, and Annika Keeley’s virtual North America Congress for Conservation Biology presentation
- Science Friday: Microplastics, harmful algal blooms, phytoplankton, and zooplankton

FACEBOOK

By the numbers...

- 19 posts
- 144 profile visits
- 9 new followers

TAKE HOME MESSAGE

Our top post, sharing Executive Officer Jessica R. Pearson’s #whyimask, reached 672 viewers and earned 105 reactions through three shares! This level of engagement confirms our Facebook audience’s interest in the faces of our agency as well as the power and share-worthiness of content that touches on timely, universal experiences.

INSTAGRAM

By the numbers...

- 10 posts
- 36 profile visits
- 3 new followers

TAKE HOME MESSAGE

Our most liked and commented on post this month featured Artist Elaine Bowers, who often shares watercolor paintings of the Delta through her Instagram, in celebration of #worldwatercolormonth. Engagement on this post confirms our audience’s interest in both the Delta as a place and the people whose work revolves around it. The communication team will continue to feature the many talents working in the Delta, tied to social media “holidays” as appropriate.

LINKEDIN

By the numbers...

- 3 posts
- 96 profile visits
- 11 new followers

TAKE HOME MESSAGE

Contract Analyst Sarah Ward’s #whyimask also earned top attention on LinkedIn this month, with 7 likes and 15 clicks to covid19.ca.gov. This level of engagement on posts showcasing the inspirational leadership and activism of our agency’s staff solidifies LinkedIn as multi-faceted platform that benefits both agency culture and recruitment.
This month brought an opportunity for staff to collaboratively prepare updates to the Council’s website, deltacouncil.ca.gov. These preparations relate to both rebranding and content and will begin to be implemented after August 27, 2020.

**RE-OCCURRING HIGH-TRAFFIC WEB PAGES**
- Homepage, Events Calendar, Council Meetings, About the Council, Councilmembers, Delta Plan, Delta Plan Amendments, About the Delta Science Program

**POPULAR WEB PAGES THIS MONTH**
- DPIIC Meetings
  - 256 pageviews, 191 unique views
- Delta Independent Science Board (Delta ISB) Meetings
  - 201 pageviews, 120 unique views

**HOW WAS DELTACOUNCIL.CA.GOV VIEWED?**
In a sampling of 1,577 users this month...

<table>
<thead>
<tr>
<th>Device</th>
<th>Percentage of users</th>
<th># of people</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop</td>
<td>86.1 %</td>
<td>1,358</td>
</tr>
<tr>
<td>Mobile</td>
<td>11.3 %</td>
<td>178</td>
</tr>
<tr>
<td>Tablet</td>
<td>2.6 %</td>
<td>41</td>
</tr>
</tbody>
</table>

**LISTSERV**
By the numbers...
- 9 listservs sent
- 15.4 % open rate
- 1.5 % click rate
- 7 new subscribers
- New subscriber monthly average: 7

**HIGHEST OPEN RATE**
- California WaterFix Record to Remain on Delta Stewardship Council Website
  - 17.2 % of subscribers opened, or 484 people

**HIGHEST CLICK RATE**
- Delta Plan Performance Measures Dashboard Update
  - 2.8 % of openers clicked, or 78 people

**MEETING WEBCAST**
By the numbers...
- Three meetings: Delta ISB, DPIIC, and Council
- Delta ISB meeting unique live / archive views: 13 / 15
- DPIIC meeting unique live / archive views: 95 / N/A
- Council meeting unique live / archive views: 80 / N/A

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