



TWITTER

By the numbers...

65 tweets
454 profile visits
46 new followers

TAKE HOME MESSAGE

This month's Twitter content focused heavily on Sacramento-San Joaquin Delta science. Whether it be acknowledging an outgoing lead scientist or Delta Independent Science Board members, announcing dates for the first-ever *virtual* Bay-Delta Science Conference, or promoting smaller-scale events like the Science Action Agenda Workshop... Science-rooted, human-focused content earned top attention.

Top Tweet earned 3,923 impressions

The 11th Biennial Bay-Delta Science Conference will be held virtually Apr 6-9, 2021! 

The conference will be jointly sponsored by @DeltaCouncil + @USGS as a forum for presenting scientific analyses relevant to #sfbay and #sacdelta management.

RT/❤️ if you're in!

#BDSC2021 pic.twitter.com/NBpWBALtnz



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FEATURED CONTENT

- Live-tweets from the August 27 Council meeting
- Job opportunities, Delta Independent Science Board meeting and outgoing member acknowledgements, Spring-run Chinook Salmon Workshop registration, outgoing Lead Scientist Dr. John Callaway's reflection blog, and the relationship between the Science Action Agenda and Science Needs Assessment
- Science Friday: How estuaries function as nurseries, introduction to this year's Interagency Ecological Program Workshop remote format and science, and the 2022-2026 Science Action Agenda (including video clip testimonials from Randy Fiorini, Louise Conrad, Darcy Austin, and Jeff McLain)

FACEBOOK

By the numbers...

13 posts
173 profile visits
10 new followers



TAKE HOME MESSAGE

Our farewell post to Dr. Callaway resonated with Facebook followers, earning a *high* number of reactions and clicks compared to other posts with similar reach. Our most successful Facebook posts this month, like the one announcing Dr. Callaway's blog, integrated information with a *call to action*. We will continue to execute this dual-pronged approach to Facebook posts.

INSTAGRAM

By the numbers...

9 posts
42 profile visits
8 new followers



TAKE HOME MESSAGE

Our most liked post was a Science Friday by Lynn Takata from the Delta Science Program featuring how estuaries function as nurseries. The post highlighted recent work by Delta Science Fellow Dr. Denise Colombano; it emphasized the importance of science accessibility by communicating distilled information on the concepts of climate change, sea level rise, and other stressors in relation to ecosystem resilience.

LINKEDIN

By the numbers...

4 posts
173 profile visits
11 new followers



TAKE HOME MESSAGE

The Council's LinkedIn received the most visitors on August 28, following a job posting that announced two vacancies: one in External Affairs and another in Administration. Also, worth noting, our most liked post this month was a farewell to Dr. Callaway, linking to his term reflection blog.

GOOGLE ANALYTICS

By the numbers...

7,039 pageviews
5,415 unique pageviews
Average time on page: 2 minutes, 43 seconds
52.58 % bounce rate
44.67 % exit rate

The phased rollout of the Council's rebrand began this month, bringing several visible changes to the Council's website (among other platforms). In response to requests heard throughout the rebranding process, featured sliders now reflect our agency's *core messages*. To see our recently distributed announcements (previously showcased in featured sliders), viewers are directed to a latest news web page.



RE-OCCURRING HIGH-TRAFFIC WEB PAGES

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

POPULAR WEB PAGES THIS MONTH

- How Far We've Come: A Reflection by Outgoing Delta Lead Scientist Dr. John Callaway
 - 291 pageviews, 241 unique views
- Delta Independent Science Board (Delta ISB) Meetings
 - 226 pageviews, 164 unique views

HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 1,827 users this month...

Device	Percentage of users	# of people
Desktop	81.41 %	1,489
Mobile	15.75 %	288
Tablet	2.84 %	52

LISTSERV

By the numbers...

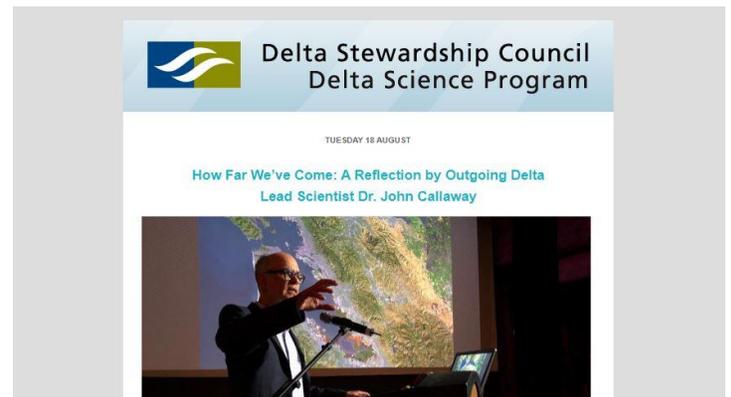
12 listservs sent
16.7 % open rate
1.9 % click rate
16 new subscribers
New subscriber monthly average: 8

HIGHEST OPEN RATE

- Announcement from the Delta Stewardship Council
 - 20.8 % of subscribers opened, or 552 people

HIGHEST CLICK RATE

- How Far We've Come: A Reflection by Outgoing Lead Scientist Dr. John Callaway
 - 3.4 % of openers clicked, or 94 people



MEETING WEBCAST

By the numbers...

Two meetings: Delta ISB (August 13-14) Council (August 27)
Delta ISB meeting unique live / archive views: 22 / 54
Council meeting unique live / archive views: 73 / 95

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