



### TWITTER

By the numbers...

63 tweets
2,228 profile visits
5 new followers

### TAKE HOME MESSAGE

The focus for this month's Twitter content was *quality over quantity*, to allow the communications team time to prepare the 2020 annual report. Despite the decrease in tweet quantity, the tweets posted garnered a significant increase in profile visits compared to October. Popular topics this month included the February Steelhead Workshop, the Delta Science Program's Delta science proposal solicitation with the U.S. Bureau of Reclamation (Reclamation), and application periods for key vacancies.

**Top Tweet** earned 5,111 impressions

#Registration is now open for the Delta Science Program's Feb 17-19, 2021 workshop on monitoring #steelhead populations in the San Joaquin Basin!

Secure your spot today [bit.ly/Steelhead-Work...](https://bit.ly/Steelhead-Work...)

#steelheadworkshop  
[pic.twitter.com/GgUzfzLPSm](https://pic.twitter.com/GgUzfzLPSm)



3 retweets 8 likes

### FEATURED CONTENT

- "I voted" staff selfies, Delta Independent Science Board (Delta ISB) meeting, Delta Levees Investment Strategy, Delta Adapts, Delta science proposal solicitation (letters of intent and the December application webinar), the second Science in Short Podcast episode (featuring the California Department of Fish & Wildlife's Dr. Shruti Khanna), Bay-Delta Science Conference abstract deadline extension, Adaptive Management Forum save the date announcement, recent findings on salmon mortality
- **Science Friday:** salmon spawning, Delta science proposal solicitation, remote sensing, opt outside
- **Live-tweeting:** Council meeting

### FACEBOOK

By the numbers...

20 posts
124 profile visits
4 new followers



### TAKE HOME MESSAGE

The post with the highest reach (344 users) announced that we are seeking applications for a vacancy on our legal team. It received two shares from current staff, exposing the post to Facebook users who do not typically view our content. Community-based engagement continues to be the cornerstone of top-performing posts.

### INSTAGRAM

By the numbers...

9 posts
23 profile visits
N/A new followers



### TAKE HOME MESSAGE

The post that earned the most likes (41) announced that the Delta Science Program and Reclamation are accepting letters of intent for the Delta science proposal solicitation. This level of attention demonstrates steady growth of a science-focused audience on this platform, a goal of ours since the launch of our Instagram!

### LINKEDIN

4 posts
51 profile visits
3 new followers



### TAKE HOME MESSAGE

The post that earned the most likes (14) featured "I voted" staff selfies ahead of election day. The selfies were paired with a caption that was consistent with the Governor's messaging around the election and guided viewers to an online resource for finding their local polling places. Content that includes staff photos continue to be scroll-stopping and engagement-worthy.

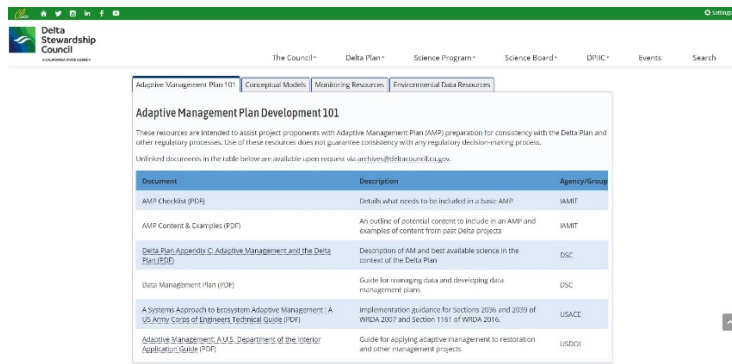


### GOOGLE ANALYTICS

By the numbers...

8,119 pageviews
6,309 unique pageviews
Average time on page: 2 minutes, 20 seconds
54.53 % bounce rate
47.65 % exit rate

In preparation for the Delta science proposal solicitation rollout and Adaptive Management Forum save the date announcement, significant updates were made to the respective Delta Science Program funding opportunities and adaptive management web pages. The information added spans past and current efforts and is supplemented by additional resources for regional scientists and managers.



### RE-OCCURRING HIGH-TRAFFIC WEB PAGES

- Homepage, Events, Delta Plan, Council Meetings, Delta Science Program, Council Members, Delta Adapts

### POPULAR WEB PAGES THIS MONTH

- 11th Biennial Bay-Delta Science Conference
  - o 767 pageviews, 586 unique views
- Delta Science Proposal Solicitations
  - o 447 pageviews, 370 unique views

### HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 2,552 users this month...

Device	Percentage of users	# of people
<b>Desktop</b>	<b>89.39 %</b>	<b>2,281</b>
<b>Mobile</b>	<b>8.93 %</b>	<b>228</b>
<b>Tablet</b>	<b>1.68 %</b>	<b>43</b>

### LISTSERV

By the numbers...

7 listservs sent
21.7 % open rate
29.1 % click rate
26 new subscribers
New subscriber monthly average: 13

### HIGHEST OPEN RATE

- Bay-Delta Science Conference Abstract Deadline Extended to December 28, 2020
  - o 37.3 % of subscribers opened, or 1,925 people

### HIGHEST CLICK RATE

- Bay-Delta Science Conference Abstract Deadline Extended to December 28, 2020
  - o 59 % of openers clicked, or 1,136 people



### MEETING WEBCAST (Cal-Span)

By the numbers...

Two meetings: Delta ISB and Council
Delta ISB meeting unique live / archive views: 21 / 1,296
Council meeting unique live / archive views: 48 / 75

The unique live and archive views above reflect only those who watched the meeting via Cal-Span – they do not include those who participated via Zoom, Microsoft Teams, etc.

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