



TWITTER

By the numbers...

84 tweets
6,014 profile visits
13 new followers

TAKE HOME MESSAGE

This month saw a remarkable surge in profile visits: roughly triple the number of visits received during any other month this year. This surge can be attributed an uptick in tweets posted in a one month period on topics of significant interest to our viewers: publication of a timely new climate-focused blog by Executive Officer Jessica R. Pearson (see top tweet below) and essential deadlines related to Bay-Delta Science Conference (BDSC) abstract submissions and the 2021 research solicitation.

Top Tweet earned 9,117 impressions

In 2018, we took a bold step toward better understanding future #climatechange effects on the #sacdelta.

In her latest #blog, Executive Officer Jessica R. Pearson discusses our unparalleled study of the region's vulnerabilities as part of Delta Adapts bit.ly/DeltaAdapts-BI...pic.twitter.com/HIAKe4sdbd



4 retweets 13 likes

FEATURED CONTENT

- Delta Independent Science Board (ISB) meeting and survey, a new Science in Short podcast episode featuring Julie Beagle (SF Estuary Institute), a new issue of San Francisco Estuary Watershed Science, Jessica Law accepting the Sacramento Water Forum's executive director position, Adaptive Management Forum registration, job opportunities, recap of our top tweets in 2020
- **Science Friday:** Features on two past Delta science research awardees, the 2021 research solicitation, Steelhead (Oncorhynchus mykiss) Workshop
- **Live-tweeting:** Council meeting

FACEBOOK

By the numbers...

17 posts
123 profile visits
3 new followers



TAKE HOME MESSAGE

The post with the greatest reach (344 users) promoted Jessica Pearson's Delta Adapts blog - reflecting the reoccurring high engagement and reach on content that announces new blogs and mentions our people. Other top performing "people" content this month were shared posts from the California Sea Grant (naming Jessica Rudnick as social scientist extension specialist) and from the Sacramento Water Forum (naming Jessica Law as executive director). The success of these posts demonstrates our viewers' continued interest in community / personnel updates.

INSTAGRAM

By the numbers...

11 posts
100 profile visits
10 new followers



TAKE HOME MESSAGE

The post that earned the most likes (28) was a Science Friday takeover by Lynn Takata that promoted registration and provided context for the upcoming Steelhead Workshop. These types of posts represent important educational opportunities as we continue to grow our science audience on this platform.

LINKEDIN

By the numbers...

5 posts
143 profile visits
9 new followers



TAKE HOME MESSAGE

This month saw an increase in profile visits and followers, in response to paid promotion of our communications vacancy. This attention reinforces the multi-beneficial effectiveness of acquired support when recruiting for key roles. Also worth noting: Jessica Pearson's Delta Adapts blog was our most liked post.



GOOGLE ANALYTICS

By the numbers...

8,917 pageviews
7,069 unique pageviews
Average time on page: 2 minutes, 19 seconds
54 % bounce rate
50 % exit rate

The addition of highly anticipated website updates, like the BDSC abstract submission portal link and the “join the webcast” popup banner, brought a 228 % increase in pageviews. The majority of BDSC web page visitors (76 %, or 993 people) entered through a direct link, indicating that conference listservs, social media content, and targeted newsletter outreach were incredibly successful.



RE-OCCURRING HIGH-TRAFFIC WEB PAGES

- Events, Delta Plan, Council Meetings, Delta Adapts

POPULAR WEB PAGES THIS MONTH

- 11th Biennial Bay-Delta Science Conference
 - 1,312 pageviews, 1,042 unique views
- Delta Science Proposal Solicitations
 - 372 pageviews, 310 unique views
- Delta Adapts: Creating a Climate Resilient Future
 - 333 pageviews, 298 unique views

HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 8,917 users this month...

Device	Percentage of users	# of people
Desktop	93 %	8,300
Mobile	6 %	497
Tablet	1 %	120

LISTSERV

By the numbers...

13 listservs sent
20 % open rate
5 % click rate
30 new subscribers
New subscriber monthly average: 16

HIGHEST OPEN RATE

- Abstract Submission Portal Now Open: 11th Biennial Bay-Delta Science Conference (April 6-9, 2021)
 - 25 % of subscribers opened, or 1,016 people

HIGHEST CLICK RATE

- Abstract Submission Portal Now Open: 11th Biennial Bay-Delta Science Conference (April 6-9, 2021)
 - 32 % of openers clicked, or 328 people



The 11th Biennial Bay-Delta Science Conference [abstract submission portal](#) is now open for talks, posters, special oral sessions and special poster clusters. The abstract deadline has been extended to **January 5, 2021**. Please note, there will be no additional extensions to this deadline.

The deadline for [art proposals](#) has also been extended to **February 12, 2021**. Artists of all forms and media, including but not limited to painting, photography, sculpture, digital, music, and performance are encouraged to submit. The organizers are particularly interested in featuring original works created through collaborations between artists and scientists.

MEETING WEBCAST (Cal-Span)

By the numbers...

Two meetings: Delta ISB and Council
Delta ISB meeting unique live / archive views: 14 / 93
Council meeting unique live / archive views: 41 / 80

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.