



## TWITTER

By the numbers...

145 tweets
12.8K profile visits
35 new followers

### TAKE HOME MESSAGE

Although the last few months have drawn increased profile visits, this month's surge was truly remarkable: up more than 5,000 from last month. We also saw sizeable increases in new followers and impressions (88,400), likely driven by the high volume of tweets. Our top tweet celebrated International Day of Women and Girls in Science with a quote from the first woman Delta Lead Scientist, Dr. Laurel Larsen.

**Top Tweet** earned 7,476 impressions

"As the first woman to hold the position of Delta lead scientist, I join a team of fearless female leaders in the #cawater scene," says Dr. @Waterslashcycle.

"But we still have a long way to go to broaden participation in #sacdelta science."

RT/❤️ to celebrate #womeninscience!  
pic.twitter.com/xfzfUI7fJy



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### FEATURED CONTENT

- Delta Adapts (Draft Vulnerability Assessment public review period, second blog, adaptation scoping meetings, and Climate Resilience Scavenger Hunt), job opportunities, National Engineers Week, Council meeting notice and agenda items, Delta ISB meeting notice, #iheartestuaries campaign, Rachael Klopfenstein being accepted into the Water Education Foundation's 2021 class of Water Leaders, Assemblymember Christy Smith being appointed to the Council
- **Live-tweeting:** Adaptive Management Forum and Steelhead Workshop
- **Science Friday:** Delta Science Research Awards, Bay-Delta Science Conference call for art submissions, National Invasive Species Awareness Week, Pascale Goertler's striped bass synthesis

## FACEBOOK

By the numbers...

166 posts
108 profile visits
4 new followers



### TAKE HOME MESSAGE

Our most liked post (12 likes) celebrated our engineers during Engineers Week.

Our post with the furthest reach (522) promoted the Delta Adapts Climate Resilience Scavenger Hunt and was shared five times. Our Facebook community continues to value content that features people and highlights the Delta as a place.

## INSTAGRAM

By the numbers...

31 posts
138 profile visits
30 new followers



### TAKE HOME MESSAGE

Our most liked (57 likes) and commented on (18 comments) post featured Dr. Larsen

for International Day of Women and Girls in Science. The similarity between Twitter and Instagram may be reflective of continued migration of our Twitter community to Instagram. Posts that include a call to action in the caption (i.e., "Drop a ❤️ below to join us in celebrating #womeninscience!") continue to earn greater engagement.

## LINKEDIN

By the numbers...

6 posts
139 profile visits
13 new followers



### TAKE HOME MESSAGE

As on Twitter and Instagram, our most liked post (53 likes) featured a quote from Delta Lead Scientist Dr. Larsen, in recognition of women in science. Content centered around our people that is tied to relevant social media holidays continues to be top performing.

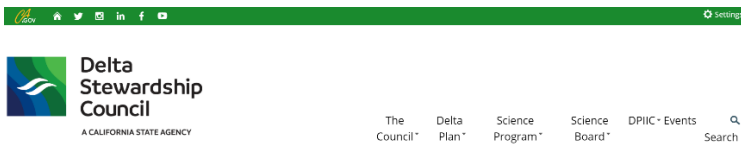


## GOOGLE ANALYTICS

By the numbers...

10,075 pageviews
7,894 unique pageviews
Average time on page: 2 minutes, 35 seconds
53 % bounce rate
41 % exit rate

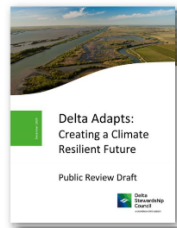
The Delta Adapts web page was our most visited page this month. This increase in traffic is likely due to the public review period of the Draft Vulnerability Assessment and the Climate Resilience Scavenger Hunt occurring this month.



The Delta Adapts Public Draft Vulnerability Assessment is now available for public comment through **March 16, 2021**. The draft Vulnerability Assessment evaluates the vulnerability of the Delta and Suisun Marsh to climate impacts through end of century. Supporting technical materials for the Vulnerability Assessment are also available for public review. Please email any comments or questions to [climatechange@deltacouncil.ca.gov](mailto:climatechange@deltacouncil.ca.gov) by March 16, 2021. We greatly appreciate any comments and feedback on these documents.

Documents available for review include:

- Public Draft Vulnerability Assessment and supporting appendices
- Flood Hazard Assessment Technical Memorandum
- Water Supply Reliability Technical Memorandum
- Ecosystem Technical Memorandum
- Equity Technical Memorandum
- Crop Yield and Agricultural Production Technical Memorandum
- Economic Assessment
- Outreach and Engagement Summary



## RE-OCCURRING HIGH-TRAFFIC WEB PAGES

- Delta Adapts, Events Calendar, Delta Plan, Council Meetings

## POPULAR WEB PAGES THIS MONTH

- Delta Adapts Creating A Climate Resilient Future
  - 1,376 pageviews, 1,071 unique views
- Events Calendar
  - 917 pageviews, 627 unique views

## HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 2,992 users this month...

Device	Percentage of users	# of people
<b>Desktop</b>	<b>87 %</b>	<b>2,584</b>
<b>Mobile</b>	<b>12 %</b>	<b>368</b>
<b>Tablet</b>	<b>1 %</b>	<b>40</b>

## LISTSERV

By the numbers...

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

## HIGHEST OPEN RATE

- Certification of Consistency Filed by the California Department of Water Resources for the Lookout Slough Tidal Habitat Restoration and Flood Improvement Project
  - 23 % of subscribers opened, or 606 people

## HIGHEST CLICK RATE

- Delta Stewardship Council Welcomes New Councilmember
  - 33 % of openers clicked, or 183 people



## MEETING WEBCAST (Cal-Span)

By the numbers...

Two meetings: Delta ISB and Council
Delta ISB meeting unique live / archive views: 16 / 24
Council meeting unique live / archive views: 57 / 91

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.**