

## TWITTER

60 tweets

5,479 profile visits

11 new followers

### TAKE HOME MESSAGE

Our top tweet this month promoted our California Sea Grant Social Science Extension Specialist Dr. Jessica Rudnick's new blog: Understanding People in the Face of Rapid Environmental Change. This tweet tagged CA Sea Grant and Dr. Rudnick, used two topical hashtags, and linked to the blog. Combined, these elements resulted in increased engagement and encouraged immediate readership of the blog. Additionally, the communications team promoted this tweet among internal staff and external partners to boost engagement.



### FEATURED CONTENT

- Council Special Assistant for Planning & Science Amanda Bohl's reappointment
- Science in Short Podcast featuring Department of Water Resources Lead Scientist Dr. Ted Sommer
- Delta Lead Scientist Ask Me Anything Instagram Live: Independent Scientific Peer Review
- The return of brown bag seminars
- National Dog Day
- Meetings: Delta Independent Science Board, Council
- Science Friday: National Water Quality Month, invasive species, National Honeybee Day, key findings from the Intergovernmental Panel on Climate Change's Sixth Assessment Report

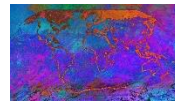
## FACEBOOK

15 posts

67 profile visits

4 new followers

### TAKE HOME MESSAGE



Our top post this month was a Science Friday feature on the Intergovernmental Panel on Climate Change's Sixth Assessment Report. This post broke down who the IPCC is and what they do, discussed findings of the Assessment, and drew a connection between the findings and the possible impacts on the Sacramento-San Joaquin Delta.

## INSTAGRAM

9 posts, 26 stories, 1 live

150 profile visits

32 new followers

### TAKE HOME MESSAGE



Our top post this month reminded our Instagram audience that Delta Lead Scientist Dr. Laurel Larsen would be going on Instagram live noon to discuss independent scientific peer review with Dylan Stern (Delta Science Program) and Lauren Smitherman (Central Valley Regional Water Quality Control Board). [The recording](#) is available on the Council's IGTV and has been streamed 74 times.

## LINKEDIN

5 posts

67 profile visits

11 new followers



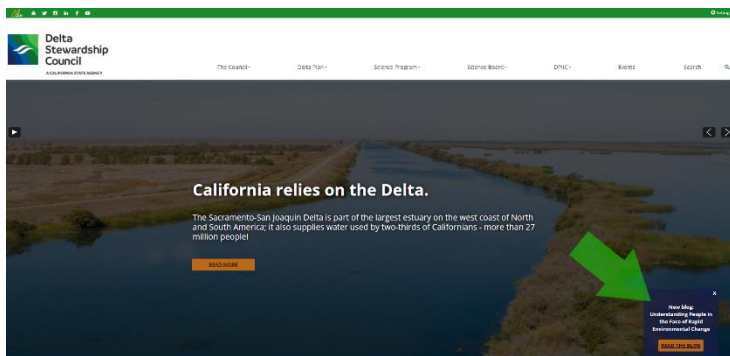
### TAKE HOME MESSAGE

Our top post this month congratulated Amanda Bohl on her reappointment. This post focused on a career milestone, which consistently performs well with our LinkedIn audience and tagged the Office of California Governor Gavin Newsom, Amanda Bohl, and Chief Deputy Executive Officer Ryan Stanbra. The post also included a link to the press release and popular hashtags including #womeninSTEM.

## GOOGLE ANALYTICS

5,696 pageviews
4,396 unique pageviews
Average time on page: 2 minutes, 43 seconds
53 % bounce rate
48 % exit rate

This month, the Council used a pop up banner to highlight Dr. Jessica Rudnick’s new blog: Understanding People in the Face of Rapid Environmental Change. Pop up banners on our home page allow us to direct website visitors to timely information, including links to livestream meetings and recent publications.



## RECURRING HIGH-TRAFFIC WEB PAGES

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

## POPULAR WEB PAGES THIS MONTH

- Council Meetings
  - 419 pageviews, 259 unique views
- Delta Plan
  - 367 pageviews, 240 unique views

## HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 1,576 users this month...

- Desktop
  - 83 % or 1,302 users
- Mobile
  - 16 % or 254 users
- Tablet
  - 1 % or 20 users

## LISTSERV

10 listservs sent
16 % open rate
13 % click rate
21 new subscribers
New subscriber monthly average: 16



## HIGHEST OPEN RATE

- Governor Newsom Reappoints Council Special Assistant for Planning and Science
  - 20 % of recipients opened, or 478 people

## HIGHEST CLICK RATE

- Primary Productivity Brown Bag Seminar
  - 20 % of openers clicked, or 84 people

## VIRTUAL MEETINGS

<b>August 20 Delta ISB meeting</b>
Unique live views: 24
Archive views: 26
<b>August 26 Council meeting</b>
Unique live views: 89
Archive views: 59

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