



TWITTER

96 tweets

9,153 profile visits

26 new followers

TAKE HOME MESSAGE

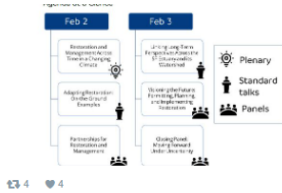
This month, we saw an increase in both profile visits and new followers, likely due to an increase in content. Our top tweet promoted the upcoming February 2-3 Adapting Restoration for a Changing Climate Symposium. This tweet's success can be attributed to its tags. The tweet tagged 10 Twitter accounts, belonging to symposium speakers and presenters, which allowed it to reach a wider audience.

Top Tweet earned 5,208 impressions

Registration is open now for our Feb 2-3 #AdaptingRestoration for a Changing Climate symposium!

The symposium will explore #climate considerations' integration into #sacdelta planning + #restoration.

Agenda -> bit.ly/ARCCagenda
Registration -> bit.ly/ARCCregistrati...



FEATURED CONTENT

- Events: monthly meetings, Delta lead scientist ask me anything Instagram live, environmental justice brown bag webinar, Delta Invasive Species Symposium, California Council on Science & Technology briefing with Delta Lead Scientist Dr. Laurel Larsen
Public review periods: Draft amendments to our Administrative Procedures Governing Appeals, Draft 2022-2026 Science Action Agenda
Recruitment: Planning division environmental program manager I (supervisory) vacancy
Science Friday: Delta Invasive Species Symposium, zooplankton, Environmental Justice webinar series
Other: 2021 top tweets recap, fall 2021 issue of Delta Breeze, San Francisco Chronicle article featuring Senior Environmental Scientist Dylan Chapple, a look back at Chair Susan Tatayon's 2019 groundwater blog, new social science web pages, Delta smelt experimental release, December issue of San Francisco Estuary and Watershed Science

FACEBOOK

14 posts

951 page reach

2 new followers

TAKE HOME MESSAGE

Our top Facebook post this month highlighted the science fellows featured in our Delta Science Program's fall issue of Delta Breeze. This post used unique and topical graphic design, tagged agencies currently involved with the fellows, and was coupled with a cross-platform campaign.



INSTAGRAM

7 posts

20 stories

1 IGTV live

115 profile visits

24 new followers

TAKE HOME MESSAGE

Our top Instagram post was a Science Friday feature by Senior Environmental Scientist Lynn Takata on zooplankton. The post tagged multiple partner agencies, linked to the new issue of SFEWS, and explored the necessity of open science in the Sacramento-San Joaquin Delta.



LINKEDIN

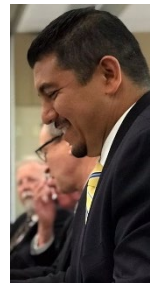
6 posts

89 profile visits

8 new followers

TAKE HOME MESSAGE

Our top LinkedIn post was a job advertisement for an environmental program manager I (supervisory) position in our planning division. Earned engagement on this post aligned with the ongoing trends we have observed. We will continue to use LinkedIn as a platform for recruitment and workplace culture.





WEBSITE

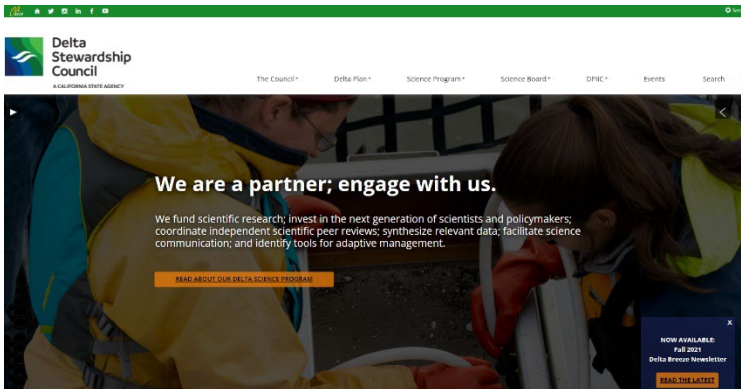
4,691 pageviews

3,767 unique pageviews

Average time on page: 2 minutes, 45 seconds

34 % returning users

The Delta Plan web page earned top attention, as it has for the past several months, likely due to having been linked in several listserv substories, including the Delta Plan Covered Action Submittal. This month, we updated our homepage with new featured images that complement our agency's main messages. We also edited the pop-up banner to create easy access to the fall 2021 issue of Delta Breeze.



LISTSERV

10 listservs sent

23 % open rate

8 % click to open rate

9 new subscribers

New subscriber monthly average: 13

HIGHEST OPEN RATE

Delta Plan Covered Action Submittal

26 % of recipients opened or 624 people



POPULAR WEB PAGES THIS MONTH

The Delta Plan

307 pageviews

267 unique views

Council Meetings

267 pageviews

178 unique views

Events

218 pageviews

171 unique views

VIEWERSHIP BY DEVICE

In a sampling of 1,230 users this month...

Desktop

85 % or 1,051 users

Mobile

14 % or 169 users

Tablet

1 % or 10 users

HIGHEST CLICK TO OPEN RATE

Registration Open: Adapting Restoration for a Changing Climate

12 % of openers clicked or 76 people

MEETING WEBCASTS

December 10 Delta ISB meeting

17 unique live views

41 archive views

December 16 Council meeting

42 unique live views

63 archive views

On average, each monthly Council meeting receives 61 archived views.