**TWITTER**

| 62 tweets | 8,733 profile visits | 12 new followers |

**TAKE HOME MESSAGE**
The success of this month's top tweet reminds us of the importance of synergy. By retweeting the California Department of Water Resources' tweet (about investing in statewide flood management systems) with a note about our Delta Levees Investment Strategy, we were able to show our followers how State agencies with unique missions can work together toward common goals. The comms team will continue to draw connections between our work and our partners' work through contextual retweets.

**FEATURED CONTENT**
- **Events:** Delta Independent Science Board, Council, and DPIIC Restoration Subcommittee meetings; Delta Lead Scientist Dr. Laurel Larsen’s Ask Me Anything Instagram live
- **Public review periods:** 2022-2026 Science Action Agenda
- **Recruitment:** Environmental scientist
- **Science Friday:** Adapting Restoration for a Changing Climate Symposium, winter critters, and California’s snowpack
- **Other:** 2021 Annual Report, Councilmember Virginia Madueño voted vice-chair, Councilmember Don Nottoli elected Sac County Board of Supervisors chair, Delta Invasive Species Symposium recording, science synthesis, and winter Zoom background images

**FACEBOOK**

| 17 posts | 1,310 page reach | 3 new followers |

**TAKE HOME MESSAGE**
Our top post this month announced the availability of our 2021 Annual Report: Building Resilience Amid Rapid Change. This post was shared six times, which significantly boosted views. In 2022, the comms team will continue to explore ways to publish share-worthy content that is complimentary of our audiences' interests and values.

**INSTAGRAM**

| 7 posts | 20 stories |
| 1 IGTV live | 115 profile visits |
| 24 new followers |

**TAKE HOME MESSAGE**
Our top post announced that Sam Bashevkin and Pascale Goertler would co-host Dr. Larsen’s AMA to discuss synthesis activities in the Delta, with an emphasis on understanding drivers of the food web. This month’s co-hosts and topic were promoted on the Council’s and Dr. Larsen’s accounts, once again demonstrating the importance of synergy.

**LINKEDIN**

| 5 posts | 115 profile visits |
| 15 new followers |

**TAKE HOME MESSAGE**
Our top post promoted an environmental scientist vacancy in our Delta Science Program's adaptive management unit. Engagement on this post aligns with the trends we have observed. We will continue to use LinkedIn as a platform for recruitment and workplace culture.
This month, our events calendar web page drew the most visitors. This is likely due to the number of public meetings and events scheduled and announced in January. Event notices, flyers, presentations, registration links, and recordings are all housed on this web page.

**POPULAR WEB PAGES THIS MONTH**

<table>
<thead>
<tr>
<th>Events</th>
<th>449 pageviews</th>
<th>331 unique views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council Meetings</td>
<td>368 pageviews</td>
<td>250 unique views</td>
</tr>
<tr>
<td>The Delta Plan</td>
<td>335 pageviews</td>
<td>250 unique views</td>
</tr>
</tbody>
</table>

**VIEWERSHIP BY DEVICE**

- **Desktop**: 83 % or 1,295 users
- **Mobile**: 16 % or 244 users
- **Tablet**: 1 % or 13 users

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**LISTSERV**

<table>
<thead>
<tr>
<th>10 listservs sent</th>
<th>25 % open rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 % click to open rate</td>
<td>9 new subscribers</td>
</tr>
<tr>
<td>New subscriber monthly average: 10</td>
<td></td>
</tr>
</tbody>
</table>

**HIGHEST OPEN RATE**

**Councilmember Madueño Voted Vice-Chair**

27 % of recipients opened or 656 people

**HIGHEST CLICK TO OPEN RATE**

**Registration Reminder: Adapting Restoration for a Changing Climate Symposium**

14 % of openers clicked or 84 people

**MEETING WEBCASTS**

- **January 12-13 Delta ISB meeting**
  - Jan 12: 24 unique live views
  - Jan 13: 30 unique live views
  - 62 archive views

- **January 27 Council meeting**
  - 65 unique live views
  - 80 archive views

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