



TWITTER

113 tweets
12,400 profile visits
30 new followers

TAKE HOME MESSAGE

Our top tweet featured a quote by a presenter who spoke at our Adapting Restoration for a Changing Climate Symposium. It included relevant hashtags, account handles, and a visual. Live-tweeting from events continues to be an effective way to create buzz around event topics. This effort, during which many handles were tagged, increased our profile visits by ~30 %!

Top Tweet earned 6,600 impressions

"@CaWaterBoards is amending policies to consider #climatechange," says @ChristinaToms on #adaptingrestoration for a changing climate.

"#Nature likes mess + we want to facilitate that. [When it comes to #baydelta #wetlandrestoration] we have a lot of data, but not a lot of info."
pic.twitter.com/slrPEMEC1y



1 retweet 4 replies 13 likes

FEATURED CONTENT

- **Events:** Delta ISB, DPIIC Restoration Subcommittee, and Council meetings; Delta Governance brown bag webinar, Delta Lead Scientist Instagram Live
- **People:** Vice-Chair Virginia Madueño's appointment confirmation, Brandon Chapin selected for Water Leaders Program
- **Holidays:** Intl. Day of Women & Girls in Science
- **Science Friday:** World Wetlands Day, Atmospheric Rivers
- **Other:** Ecological connectivity paper by Delta Science Program staff and a former Delta science fellow, Delta Lead Scientist Laurel Larsen on KCRA, former Delta Science Fellow Dr. Levi Lewis in National Geographic documentary, new issue of Estuary News, vacancy recruitment

FACEBOOK

18 posts
478 page reach
0 new followers



TAKE HOME MESSAGE

Our top post congratulated Public Participation Manager Brandon Chapin on being selected for the Water Education Foundation's 2022 Water Leaders Program. This post was a share of the Water Education Foundation's announcement, building off WEF's news with a quote from Brandon.

INSTAGRAM

7 posts
22 stories
2 videos
165 profile visits
29 new followers



TAKE HOME MESSAGE

Like on Facebook, our top Instagram post congratulated Brandon on becoming a WEF water leader. Posting a steady flow of interactive and varied (photos and live and pre-recorded videos) content has earned the Council continued growth in these areas: followers, reach, post and story engagement, and profile views.

LINKEDIN

7 posts
141 profile visits
23 new followers



TAKE HOME MESSAGE

Our top post featured a video of Deputy Executive Officer for Science Louise Conrad in celebration of International Day of Women and Girls in Science. Traditionally, career-focused content earns top engagement on LinkedIn; the success of this video represents an opportunity to explore new, employee-focused content on this platform.



WEBSITE

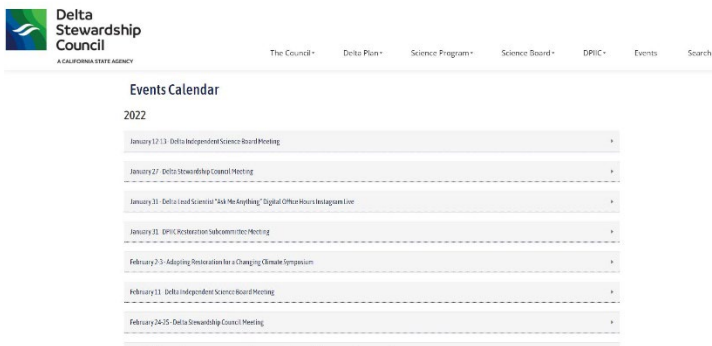
5,555 pageviews

4,570 unique pageviews

Average time on page: 2 minutes, 40 seconds

37 % returning users

This month, our events calendar web page drew the most visitors. Event notices, flyers, presentations, registration links, recordings, and more are all housed on this web page.



POPULAR WEB PAGES THIS MONTH

Events

385 pageviews

298 unique views

The Delta Plan

331 pageviews

249 unique views

Council Meetings

327 pageviews

247 unique views

VIEWERSHIP BY DEVICE

In a sampling of 1,454 users this month...

Desktop

85 % or 1,241 users

Mobile

14 % or 204 users

Tablet

1 % or 9 users

LISTSERV

9 listservs sent

25 % open rate

8 % click to open rate

15 new subscribers

New subscriber monthly average: 12

HIGHEST OPEN RATE

Appeals Filed for Lookout Slough

27 % of recipients opened or 656 people



HIGHEST CLICK RATE

Save the Date: What is Delta Governance, Anyway?

14 % of openers clicked or 87 people

MEETING WEBCASTS

February 11 Delta ISB Meeting

36 unique live views

25 archive views

February 24 Council meeting

55 unique live views

42 archive views

On average, each monthly Council meeting receives 55 archived views.