TWITTER

| 115 tweets | 9,869 profile visits | 18 new followers |

**TAKE HOME MESSAGE**

Our top tweet highlighted an article by our scientists Dylan Stern, Dylan Chapple, and Cory Copeland on subsidence, or “Delta Dirt,” for *Frontiers for Young Minds*, a free online scientific journal written for then reviewed and edited by kids. The success of this tweet is likely due to its use of tags (both hashtags and handle tags) and its focus on science, which appeals to our Twitter audience.

**FEATURED CONTENT**

- **Events**: Delta Independent Science Board meeting and Sacramento-San Joaquin Delta tour, hybrid Council meeting, Social Science with the Delta Lead Scientist and Dr. Jessica Rudnick Instagram Live, Science for Communities Workshop partner recruitment
- **Live-tweeting**: “What is Delta governance, anyway?” webinar series, Salinity Management Workshop
- **Celebrations**: California Native Plant Week, National Admin Day, the 12-year anniversary of the first Council meeting
- **Science Friday**: E-waste, International Beaver Day, Bat Appreciation Day, Earth Day release of the Science Action Agenda, groundwater
- **Other**: Delta ISB monitoring enterprise review, environmental justice blog, Executive Fellow Chris Klier’s irrigation paper, Sr. Environmental Scientist Sam Bashevkin’s appearance on the Science in Short podcast

INSTAGRAM

| 9 posts | 23 stories | 0 videos | 300 profile visits | 20 new followers |

**TAKE HOME MESSAGE**

Our top post was Sr. Environmental Scientist Rachael Klopfenstein and Environmental Program Manager Henry DeBey’s Science Friday takeover for the release of the SAA. Tied to Earth Day, this post announced the second iteration of the SAA with quotes from and pictures of Council staff. We’ll continue featuring staff on Instagram, a people-centric platform, to maximize audience engagement.

**FEATURED CONTENT**

- **Celebrations**: California Native Plant Week, National Admin Day, the 12-year anniversary of the first Council meeting
- **Science Friday**: E-waste, International Beaver Day, Bat Appreciation Day, Earth Day release of the Science Action Agenda, groundwater
- **Other**: Delta ISB monitoring enterprise review, environmental justice blog, Executive Fellow Chris Klier’s irrigation paper, Sr. Environmental Scientist Sam Bashevkin’s appearance on the Science in Short podcast

LINKEDIN

| 5 updates | 91 page views | 10 new followers |

**TAKE HOME MESSAGE**

Our top LinkedIn update promoted Sr. Environmental Planner Morgan Chow’s blog, “Environmental Justice Work Starts with Relationships.” This blog is part of our continued strategy to share the voices and narratives of staff on topics relevant to our mission.

FACEBOOK

| 4 posts | 1 new follower |

**TAKE HOME MESSAGE**

Our top post celebrated the release of the 2022-2026 SAA. Beginning April 1, we scaled back our Facebook presence, in response to limited engagement and staff capacity. We will continue to promote initiatives and events relevant to the Delta community (our primary Facebook audience) on this platform.
In coordination with the release of the 2022-2026 SAA, staff updated the SAA and Delta Science Strategy web pages and activated a homepage pop-up banner to drive visitors to the document and related resources.

### WEBSITE

- **6,501 pageviews**
- **5,220 unique pageviews**
- **Average time on page: 2 minutes, 29 seconds**
- **40 % returning users**

### LISTSERV

- **10 listservs sent**
- **26 % open rate**
- **7 % click to open rate**
- **14 new subscribers**
  - **New subscriber monthly average: 21**

### HIGHEST OPEN RATE

- **New Blog: Environmental Justice Work Starts with Relationships**
  - **28 % of recipients opened or 684 people**

### HIGHEST CLICK RATE

- **Agenda Available: Salinity Management Workshop**
  - **14 % of openers clicked or 92 people**

### MEETING WEBCASTS

- **April 8 Delta ISB Meeting**
  - **40 unique live views**
  - **55 archive views**
- **April 28 Council Meeting**
  - **59 live views**
  - **90 archive views**

On average, each monthly Council meeting receives 73 archived views.

### POPULAR WEB PAGES THIS MONTH

Views on the following web pages indicate our visitors’ continued interest in our events, meetings, and the long-term management plan for the Delta.

- **Events Calendar**
  - **529 pageviews**
  - **394 unique views**
- **Council Meetings**
  - **454 pageviews**
  - **344 unique views**
- **Delta Plan**
  - **369 pageviews**
  - **266 unique views**

### VIEWERSHIP BY DEVICE

In a sampling of 1,592 users this month...

- **Desktop**
  - **83 % or 1,315 users**
- **Mobile**
  - **16 % or 264 users**
- **Tablet**
  - **1 % or 13 users**