



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.

Top Tweet earned 5,804 impressions

"#Subsidence in the #sacdelta contributes to #climatechange and puts communities, farms, #ecosystems, + #cawater at risk," said @HappyPure.

Young readers can learn more on this from Dylan Stern, Dylan Chapple, + @CoryCopelandH2O in @FrontYoungMinds → bit.ly/DeltaDirt.

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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.

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.



WEBSITE

6,501 pageviews

5,220 unique pageviews

Average time on page: 2 minutes, 29 seconds

40 % returning users

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.



Science Action Agenda

ABOUT

The Science Action Agenda (SAA) is a four- to five-year science agenda for the Sacramento-San Joaquin Delta that...

- Prioritizes and aligns science actions to inform management decisions,
- Identifies major gaps in knowledge,
- Promotes collaborative science, and
- Builds science infrastructure.

The SAA is developed by and for the Delta science community.

- Scientists use the SAA to determine what science activities are critical to informing management, and in turn, what actions may be eligible for science funding.
- Managers use the SAA to identify what science and management priorities are of shared interest across the Delta and to help shape organizational priorities.
- Policymakers use the SAA to ensure that science for informing decision-making is prioritized and implemented.

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

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.