



## TWITTER

45 tweets

5,548 profile visits

13 new followers

### TAKE HOME MESSAGE

Our top tweet promoted a major leadership opportunity at the Council, the deputy executive officer for science role. This tweet received 20 retweets, 500 % of our six-month average for top posts. The attention earned on this tweet indicates content highlighting career opportunities for scientists in the Sacramento-San Joaquin Delta is an area of interest for our audience.

**Top Tweet** earned 3,838 impressions

Big news! We're **#hiring** a Deputy Executive Officer for Science to carry out the mission of the Delta Science Program.

We're looking for a team leader with **#sacdelta** science expertise, experience working with policymakers, + excellent **#scicomm** skills.

→ [bit.ly/JC310502](https://bit.ly/JC310502)  
[pic.twitter.com/BAMU8OUgBE](https://pic.twitter.com/BAMU8OUgBE)



↻ 20    ❤️ 14

### FEATURED CONTENT

- **Events:** Science for Communities Workshop save the date, Delta Independent Science Board meeting and water project facilities tour, Council meeting
- **Celebrations:** California Invasive Species Action Week, Pride Month
- **#DeltaScienceSpot:** New issue of Estuary News
- **Other:** Ecosystem Amendment, the Delta ISB's Water Supply Reliability Review, California Sea Grant State Fellow Allegra LaFerr's presentation to the Delta ISB, Sr. Environmental Scientist Sam Bashevkin's thermal stratification paper, virtual summer backgrounds

## INSTAGRAM

6 posts

12 stories

97 profile visits

13 new followers

### TAKE HOME MESSAGE



Our top post was the first installment in our new series, #DeltaScienceSpot. This series replaces Science Friday as our regularly occurring takeover by Delta Science Program staff and fellows. Normally occurring on Wednesdays, #DeltaScienceSpot highlights Delta research, events, scientists, and more on Twitter and Instagram. In this post, Sr. Environmental Scientist Lynn Takata spotlights the new issue of Estuary News Magazine.

## LINKEDIN

6 updates

59 page views

7 new followers

### TAKE HOME MESSAGE



Our top update this month congratulated Virginia Madueño on her election to Council chair. It earned 32 likes, three comments, and two shares! This level of engagement reinforces that career and professional-focused posts, particularly those that highlight the success of Councilmembers and staff, are of interest to our audience on this platform.

## FACEBOOK

6 posts

2 new followers

### TAKE HOME MESSAGE



Our top post this month celebrated #SocialMediaDay and encouraged our Facebook followers to engage with us on all our social media platforms (Twitter, Instagram, LinkedIn, and Facebook). As we continue our scaled-back Facebook approach, driving our existing audience to our more active platforms is essential.



## WEBSITE

6,732 pageviews
5,260 unique pageviews
Average time on page: 2 minutes, 54 seconds
35 % returning users

New content included updates to the Adaptive Management, Social Science Integration, and the Delta Plan Amendments web pages. In support of the newly adopted Ecosystem Amendment, a popup banner was added to our homepage to drive visitors to a digital overview of the need for and approach to strengthening ecosystem restoration in the Delta.



## POPULAR WEB PAGES THIS MONTH

This month's spike in views to the Delta Plan Amendments and Delta Plan web pages was likely driven by the adoption of the Ecosystem Amendment.

<b>Council Meetings</b>
547 pageviews
376 unique views
<b>Delta Plan Amendments</b>
483 pageviews
300 unique views
<b>Delta Plan</b>
452 pageviews
299 unique views

## VIEWERSHIP BY DEVICE

In a sampling of 1,535 users this month...

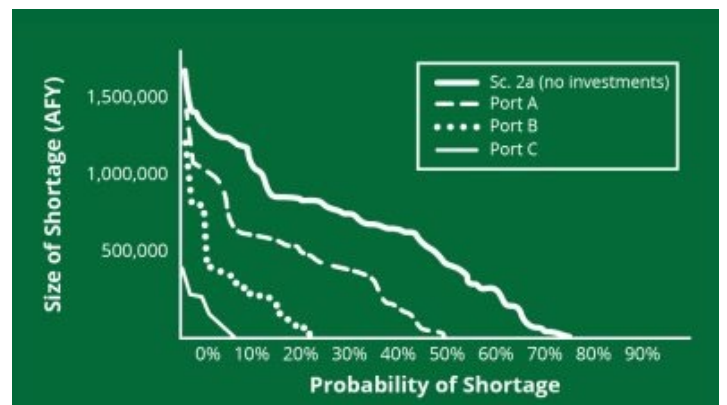
<b>Desktop</b>
83 % or 1,275 users
<b>Mobile</b>
16 % or 249 users
<b>Tablet</b>
1 % or 11 users

## LISTSERV

8 listservs sent
26 % open rate
7 % click to open rate
9 new subscribers
New subscriber monthly average: 19

## HIGHEST OPEN RATE

<b>Notice of June 23 Council Meeting</b>
27 % of recipients opened or 671 people



## HIGHEST LINK CLICK RATE

<b>Now Available: Review of Water Supply Reliability Estimation Related to the Delta</b>
26 % of openers clicked or 67 people

## MEETING WEBCASTS

<b>June 8-9 Delta ISB Meeting</b>
68 unique live views (June 8)
37 unique live views (June 9)
86 archive views
<b>June 23 Council Meeting</b>
44 live views
50 archive views

On average the Delta ISB meeting receives 49 archive views.

On average, each monthly Council meeting receives 69 archived views.