



TWITTER

64 tweets

6,411 profile visits

12 new followers

TAKE HOME MESSAGE

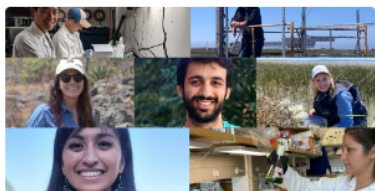
Our top tweet was part of our Council meeting promotion thread and announced the Council would meet the 2022 Delta Science Fellows at our July meeting. Engagement can be attributed to its focus on science and people and the use of handle tags. Its metrics continue to grow – garnering 12,730 impressions, 95 link clicks, 31 profile visits, 15 retweets, and 18 likes as of August 12.

Top Tweet earned 8,875 impressions

Today, the Council will meet the 2022 @CASeaGrant Delta Science Fellows!

Learn more about our new fellows in this info sheet -> bit.ly/2022DSFInfoShe...

Check out @Waterslashcycle + former Fellow @starryflo's #iglive on the Fellowship -> bit.ly/DSFIGlive. pic.twitter.com/CiyvI3RZY6



Retweets: 5, Likes: 18

FEATURED CONTENT

- Events: Delta Independent Science Board, Delta Plan Interagency Implementation Committee, and Council meetings; Delta Science Program's Water Temperature Modeling Platform Peer Review Panel public meeting
#DeltaScienceSpot: Delta levees flood protection, climate change impacts on the Sacramento-San Joaquin Delta, Delta governance webinars
Other: Staff articles in the new issue of San Francisco Estuary and Watershed Sciences (SFEWS), Senior Water Resources Engineer Anthony Navasero's drought-tolerant yard, Ecosystem Amendment overview, Fiscal Year 2020-2021 Crosscut Budget Report, Nutria Pocket Guide

INSTAGRAM

6 posts

11 stories

72 profile visits

16 new followers

TAKE HOME MESSAGE



Our top post was an installment of #DeltaScienceSpot by California Sea Grant State Fellow Elishebah Tate-Pulliam and highlighted the first in a series of three webinars by the Delta Science Program on Delta governance. This webinar focused on the rules and structures of environmental governance. Elishebah will cover the other two webinars in subsequent installments of #DeltaScienceSpot.

LINKEDIN

6 updates

76 page views

6 new followers



TAKE HOME MESSAGE

Our top update this month congratulated Jorge Aguilar II and Brandon Chapin on their respective appointments to chief counsel and legislative & policy advisor. This post was career-focused, which performs well on LinkedIn, and featured a quote from Executive Officer Jessica R. Pearson.

FACEBOOK

6 posts

3 new followers



TAKE HOME MESSAGE

Our top post this month announced the 2022 Delta Science Fellows. We promoted this announcement on Facebook because their research is critical to our agency's work. Additionally, this post guided our audience to the upcoming July Council meeting where the fellows would be introduced.



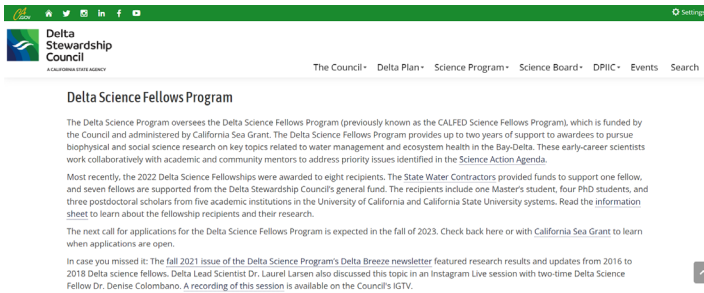
WEBSITE

6,329 pageviews

4,903 unique pageviews

Average time on page: 2 minutes, 38 seconds

In July, we updated our research funding and fellowships web page to promote the 2022 Delta Science Fellowship. We also updated our executive team web page to reflect new members.



POPULAR WEB PAGES THIS MONTH

Delta Plan

498 pageviews

291 unique views

Council Meetings

296 pageviews

234 unique views

Events

287 pageviews

203 unique views

VIEWERSHIP BY DEVICE

In a sampling of 1,448 users this month...

Desktop

81 % or 1,180 users

Mobile

18 % or 257 users

Tablet

1 % or 11 users

LISTSERV

8 listservs sent

27 % open rate

8 % click to open rate

9 new subscribers

New subscriber monthly average: 12

HIGHEST OPEN RATE

Governor Newsom Appoints a Chief Counsel and Legislative & Policy Advisor

30 % of recipients opened or 722 people



HIGHEST LINK CLICK RATE

Meet the 2022 Delta Science Fellows

15 % of openers clicked or 102 people

MEETING WEBCASTS

July 14 Delta ISB Meeting

34 unique live views

53 archive views

July 18 Council and July 28 DPIIC Meetings

26 live views (Council)

24 live views (DPIIC)

123 archive views (combined)

On average the Delta ISB meeting receives 49 archive views.

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