



TWITTER

72 tweets
6,871 profile visits
20 new followers

TAKE HOME MESSAGE

Our top tweet was a retweet of a Los Angeles Times story about megafloods. The retweet drew a connection between the story and flood-related findings from the Council’s Delta Adapts Vulnerability Assessment, which was linked at the end of the caption. As our agency continues to build upon our media outreach and presence, the communications team will continue to find opportunities to promote the Council’s work as it relates to relevant stories and trending topics.

Top Tweet earned 2,414 impressions

#Flooding is one of the most pressing threats to the #sacdelta.

Our recent assessment estimated \$10+ billion in damages from #levee overtopping by 2050. This figure will double by 2085.

Now is the time for a science-based adaptation strategy → bit.ly/DeltaAdapts. twitter.com/latimes/status...

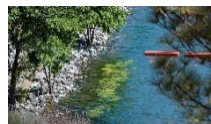
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FEATURED CONTENT

- **Events:** Delta Independent Science Board meeting and tour, Council meeting in Stockton
- **#DeltaScienceSpot:** Recent research on how tides influence zooplankton; the biological, social, and economic benefits of restoration; adaptive governance webinar recap; Delta science fellows; Chinook salmon genetics
- **Other:** Progress on our environmental justice initiative, a new blog by Delta ISB members, Advancing Interagency Research Training & Workshop, Science for Communities Workshop, Delta Levees Investment Strategy rulemaking, Councilmember Damrell’s Senate confirmation, Delta Protection Commission Executive Director Erik Vink’s retirement, the 2022 Estuary Blueprint, Crosscut Budget Report survey

INSTAGRAM

9 posts
35 stories
116 profile visits
4 new followers



TAKE HOME MESSAGE

Our top post encouraged readers to save the date for the HABS Workshop, which the Delta Science Program will host on November 8-9. This post’s caption began with an attention-grabbing problem statement. Immediately after posting, the comms team published eight stories to promote the post and provide an interactive experience through the quiz feature.

LINKEDIN

1 update
70 page views
5 new followers

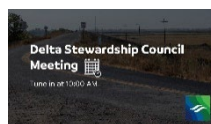


TAKE HOME MESSAGE

Our top update this month announced the publication of a new blog, “Smarter Gambling with California’s Water Challenges,” co-authored by Delta ISB Members Dr. Jay Lund and Dr. Thomas Holzer. This post included an excerpt from the blog and tagged the authors.

FACEBOOK

6 posts
3 new followers



TAKE HOME MESSAGE

Our top post this month gave notice of our August Council meeting. This post announced that the meeting would be held in Stockton and highlighted environmental justice, the 2022 Estuary Blueprint, and sister agency activities as agenda items.



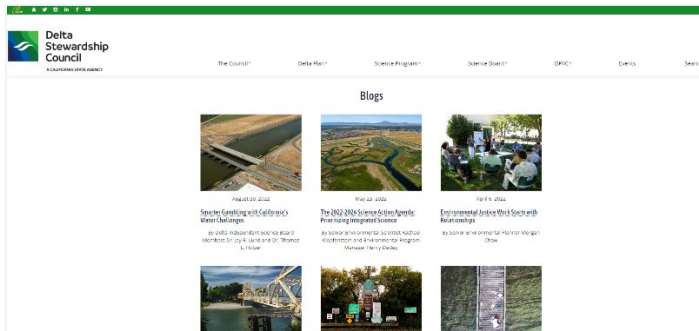
WEBSITE

6,077 pageviews

4,886 unique pageviews

Average time on page: 2 minutes, 48 seconds

We updated several web pages in August. These web pages included: Council and Delta ISB meetings, events, Delta Plan Interagency Implementation Committee initiatives, Delta Levee Investment Strategy, environmental justice, and blogs archive.



POPULAR WEB PAGES THIS MONTH

Delta Plan

491 pageviews

360 unique views

Council Meetings

342 pageviews

274 unique views

Events

308 pageviews

235 unique views

VIEWERSHIP BY DEVICE

In a sampling of 1,442 users this month...

Desktop

82 % or 1,192 users

Mobile

17 % or 239 users

Tablet

1 % or 11 users

LISTSERV

8 listservs sent

27 % open rate

2 % click rate

13 new subscribers

New subscriber monthly average: 12

HIGHEST OPEN RATE

Notice of Proposed Rulemaking Regarding Delta Levees Investment Strategy

29 % of recipients opened or 709 people



HIGHEST LINK CLICK RATE

New Blog: Smarter Gambling with California's Water Challenges

3 % of recipients clicked or 67 people

MEETING WEBCASTS

August 11 Delta ISB Meeting

Unique live views: 6

Archive views: NA

August 25 Council Meeting

Unique live views: 45

Archive views: NA

On average, Delta ISB meetings receive 49 archive views.

On average, Council meetings receive 69 archive views.