



### TWITTER

19 tweets

1,456 profile visits

-2 new followers

#### TAKE HOME MESSAGE

Our top tweet was posted as part of the Delta Science Spot series. The tweet focused on the sturgeon in the San Francisco Estuary. It included relevant handles, hashtags, and a photo of a scientist holding a sturgeon on a research vessel in the Bay-Delta.

Top Tweet earned 733 impressions

Hello everyone! I'm one of the new @caseagrant fellows. Sam Pyros. I'm excited to share this week's #deltasciencespot with you!

#DYK California has "living dinosaurs" (like the one Dylan Stompe is holding below) swimming around the #baydelta #estuary?! They're #sturgeon. pic.twitter.com/4YNCVGdQJt



It's also worth noting that our follower growth continues to be slightly negative. This can be attributed to users' concerns with changes associated with Twitter, not the Council's content. In the meantime, the communications team is working to obtain a gray checkmark, a newly introduced feature that would verify our agency's governmental role.

#### FEATURED CONTENT

- **Events:** Council meeting, Delta Independent Science Board meeting, day one of the 2023 Adaptive Management Forum
- **#DeltaScienceSpot:** Wildfire Awareness Month, World Bee Day, tree ring science, sturgeon
- **Other:** A blog on the Council's Tribal Listening Session, Delta Lead Scientist Dr. Laurel Larsen's reappointment, Public Service Recognition Week, Water Education Foundation's Bay-Delta Tour, Operation Baseline, a request for public comments on Delta ISB draft prospectuses

### INSTAGRAM

7 posts

12 stories

690 accounts reached

11 new followers



#### TAKE HOME MESSAGE

Our top post announced Dr. Laurel Larsen's reappointment as Delta lead scientist. It included a portrait of Dr. Larsen, a call to action at the start of the caption, and more. After posting, the communications team shared one interactive story to promote the announcement. People-centric content continues to be attention-grabbing on this platform and on others.

### LINKEDIN

5 updates

106 page views

9 new followers



#### TAKE HOME MESSAGE

Our top update announced Dr. Laurel Larsen's reappointment as Delta Lead Scientist. The post included quotes and a link to the recording of her reappointment at the May 25 Council meeting, along with relevant hashtags, handle tags, a portrait of Dr. Larsen, and more. The tribal listening session blog also earned noteworthy attention.

### FACEBOOK

6 posts

4 new followers



#### TAKE HOME MESSAGE

Our top post celebrated Public Service Recognition Week. It thanked staff and partners for their work toward water supply reliability and ecosystem resiliency. The post featured a graphic by CalHR and linked to the Council's 2022 Annual Report for readers to learn about our staff's recent work.



## WEBSITE

21,340 pageviews  
5,736 unique pageviews  
Average time on page: 41 seconds

Web pages updated this month included Council members and Council and Delta ISB meetings, as well as the events calendar and blog library.

The blog published in May, "How We can all be Guardians of the Delta: What We Heard at Our Tribal Listening Session," was co-authored by Council Chair Virginia Madueño and Tribal Liaison Brandon Chapin. "We want to share some of what we heard from these tribal representatives, both for our recollection and for all who have their own connection to the Delta," they wrote. In its first three weeks, the blog was viewed by 220 visitors, who, on average, spent three minutes reading the blog.

## POPULAR WEB PAGES THIS MONTH

### Meetings

3,741 pageviews  
349 unique views

### News Releases

2,629 pageviews  
54 unique views

### Members

1,234 pageviews  
257 unique views

## VIEWERSHIP BY DEVICE

In a sampling of 1,813 users this month...

### Desktop

85 % or 1,545 users

### Mobile

14 % or 262 users

### Tablet

1 % or 6 users

## LISTSERV

8 listservs sent  
27 % open rate  
2 % click rate  
32 new subscribers

## HIGHEST OPEN RATE

### Certification of Consistency Filed: Prospect Island

29 % of recipients opened, or 706 subscribers

## HIGHEST LINK CLICK RATE

### New Blog: How we can all be Guardians of the Delta

3 % of recipients clicked, or 72 subscribers



## MEETING WEBCASTS

### May 17 Delta ISB Meeting

Live views: 29  
Archive views: 32

### May 25 Council Meeting

Live views: N/A  
Archive views: N/A

On average, Delta ISB meetings receive 49 archive views. On average, Council meetings receive 69 archive views.