



TWITTER/X

25 tweets
3.6k impressions
0 new followers

TAKE HOME MESSAGE

Our top tweet promoted the latest issue of San Francisco Estuary and Watershed Science (SFEWS), which highlighted an essay titled, "Keeping Water in Climate-Changed Headwaters Longer," with recommendations from top climate scientists to California water managers and included a link to the issue and relevant hashtags.

Delta Stewardship Council @DeltaCouncil · Dec 21, 2023

Now online: A new issue of @SFEWS!

The issue features an essay, "Keeping Water in Climate-Changed Headwaters Longer," with recommendations from top climate scientists #cawater managers.

Read it below.

SFEWS @SFEWS · Dec 21, 2023

The Essay, Note, & Research in Vol. 21, Issue 4 issue describes & simplifies topics & approaches for #headwaters #hydrology & for measuring #lightavailability, #KdPAR, #ionconcentrations, #fishcommunities, #predation, & #ocean #fisheryimpact #rates. bit.ly/sfews-21-4



FEATURED CONTENT

- **Events:** Council and Delta Independent Science Board (ISB) meetings
- **#DeltaScienceSpot:** Invasive species in the Sacramento-San Joaquin Delta, and an article from SFEWS on conservation efforts to help birds
- **Other:** Promotion of blogs published by the Council in 2023, welcoming Hannah Chaney to our Planning & Performance Division, a new episode of the Science in Short Podcast, and publication of the executive summary for the 2022 State of Bay-Delta Science

INSTAGRAM

5 posts
13 stories
436 accounts reached
17 new followers



TAKE-HOME MESSAGE

Our post with the greatest reach (179 users) was a photo of Cal Poly Associate Professor Dr.

Stephen Talke, who spoke on a new episode of the Science in Short Podcast, produced by Maven's Notebook and Estuary News Group with funding from the Council. The post described the episode's topic, "Going ultra-local with Delta data: Looking back to see the future," and tagged Dr. Talke and Maven's Notebook.

LINKEDIN

2 updates
90 page views
7 new followers



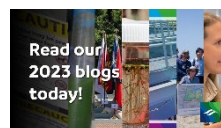
TAKE-HOME MESSAGE

Our top update this month welcomed Environmental Scientist Hannah Chaney to our Planning

and Performance Division, highlighting some of the work she is most excited to contribute to at the Council. People-oriented content continues to be attention-grabbing on this platform.

FACEBOOK

6 posts
1 shared posts
0 new followers



TAKE-HOME MESSAGE

Our post with the highest impressions (66 users) highlighted the seven blogs published by the Council in 2023.

With relevant hashtags and brief overviews of the topics covered in the blogs, this post drove followers toward the Council's online blog library.



WEBSITE

Highest viewership area

Sacramento Area: 319 users

Second-highest viewership area

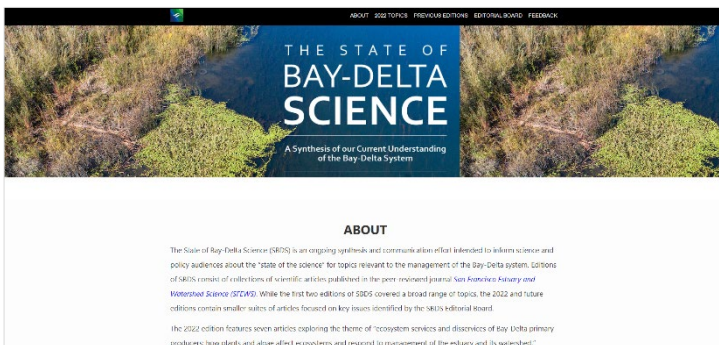
Bay Area: 121 users

Third-highest viewership area

Los Angeles Area: 64 users

Web pages that were updated this month included:

- Council meetings,
- Delta ISB meetings,
- Events calendar,
- Blogs archive, and
- State of Bay-Delta Science.



POPULAR WEB PAGES THIS MONTH

Blogs

153 users

The Delta Plan

139 users

Council Meetings

134 users

VIEWERSHIP BY DEVICE

In a sampling of 1,394 users this month...

Desktop

83 % or 1,158 users

Mobile

16 % or 228 users

Tablet

1 % or 8 users

EMAIL ANNOUNCEMENTS

6 listservs sent

34 % open rate

3 % click rate

9 new subscribers (2,805 total subscribers)

HIGHEST OPEN RATE

New Blog – Looking Back and Moving Forward by Dr. Laurel Larsen

40 % of recipients opened, or 957 subscribers

HIGHEST LINK CLICK RATE

New Blog – Looking Back and Moving Forward by Dr. Laurel Larsen

4 % of recipients clicked, or 92 subscribers



MEETING WEBCASTS

December 6 Delta ISB Meeting

Live views: 23

Archive views: 13

December 14 Council Meeting

Live views: 36

Archive views: 23

On average, Delta ISB meetings receive 50 archive views. On average, Council meetings receive 70 archive views.