



TWITTER/X

17 tweets
9.3k impressions
5 new followers

TAKE HOME MESSAGE

Our top tweet promoted the 2025 Delta Research Awards, highlighting our partnership with California Sea Grant. It featured a video from Science Funding Manager Dylan Stern explaining some of the details of the research awards and linked viewers to more information.



FEATURED CONTENT

- **Events:** Council and Delta Independent Science Board meetings, Delta Plan Interagency Implementation Committee spring gathering, and promotion of the upcoming symposium about understanding food web dynamics
- **Other:** The Council's new chair and vice chair, Dr. Windham-Myers' Delta lead scientist appointment, a new blog for Earth Day by Senior Environmental Scientist Miranda Tilcock, California Government Operations Agency's "GotAMinute" video for Earth Day featuring Senior Environmental Scientist Edmund Yu, public comment opportunities for the Draft Delta Plan Five-Year Review and the Delta ISB's Draft food webs review, and job opportunities

INSTAGRAM

6 posts
5 stories
2k accounts reached
19 new followers



TAKE-HOME MESSAGE

Our top post was a carousel of photographs of the Sacramento-San Joaquin Delta reimagined as

Taylor Swift album covers. Posted with a caption promoting the coequal goals and directing people to subscribe to the Council's email announcements, this post earned 69 likes, 14 comments, and 22 shares, making it our most shared post ever on this platform!

LINKEDIN

3 updates
163 page views
12 new followers



TAKE-HOME MESSAGE

Our top post promoted a blog written by Senior Environmental Scientist Miranda Tilcock for Earth

Day. Her blog discussed the importance of analyzing data from across the Delta and how the Delta Science Program does just that through its partnership with the National Center for Ecological Analysis and Synthesis (NCEAS). The post tagged NCEAS.

FACEBOOK

11 posts
23 shares earned
3 new followers



TAKE-HOME MESSAGE

Our post with the highest reach was a paid promotion of our JEDI officer role, which reached over

6,000 Facebook members. The post included highlights of the position's responsibilities, a relevant hashtag, a link to the job posting, and an eye-catching graphic.



WEBSITE

Total visitors

3.1k

Average time spent on site

5 minutes

Web pages that were updated this month included:

- Council Meetings,
- Research Awards,
- Delta ISB Meetings,
- Council Members,
- Blogs,
- Public Participation,
- Independent Scientific Peer Reviews,
- Delta Lead Scientist, and
- About the DPIIC.

About the Delta Plan Interagency Implementation Committee

The Delta Reform Act of 2009 (Delta Reform Act) charged the Delta Stewardship Council (Council) to establish and oversee a committee of agencies responsible for implementing the Delta Plan. Each agency shall coordinate its actions pursuant to the Delta Plan with the council and the other relevant agencies.
Water Code Section 85204

The Council established the Delta Plan Interagency Implementation Committee (DPIIC) after adoption of the Delta Plan in 2013 and continues to coordinate and oversee its activities as required by the Delta Reform Act.

DPIIC strives to facilitate Delta Plan implementation through collaboration in support of shared national, statewide and local goals for the Delta. The Council aims to craft agendas that highlight the interconnections of the Delta Plan with initiatives, plans, or programs of DPIIC agencies. DPIIC explores opportunities to align agencies' actions in the Delta watershed, showcases DPIIC agencies' achievements, and guides actions to address pressing issues affecting Delta Plan implementation. These agencies are vital to making progress on achieving the coequal goals through four key elements: water supply reliability, Delta ecosystem health and restoration, Delta as a Place, and best available science in support of "One Delta, One Science."



POPULAR WEB PAGES THIS MONTH

Delta ISB Meetings

783 users

About the DPIIC

251 users

Council Members

238 users

VIEWERSHIP BY DEVICE

In a sampling of 3,056 users this month...

Desktop

86 % or 2,651 users

Mobile

13 % or 392 users

Tablet

1 % or 13 users

EMAIL ANNOUNCEMENTS

14 listserv announcements sent

36 % open rate

7 % click rate

11 new subscribers (2,867 total)



HIGHEST OPEN RATE

Notice of April 22

Delta Independent Science Board Meeting

51 % of recipients opened, or 1,181 subscribers

HIGHEST LINK CLICK RATE

Public Comment Wanted: Draft Review of Food Webs in the Delta

25 % of recipients clicked, or 588 subscribers

MEETING WEBCASTS

April 22 Delta ISB Meeting

Live views:

Archive views:

April 25 Delta Stewardship Council Meeting

Live views:

Archive views:

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