



TWITTER/X

14 tweets
NA impressions
NA new followers

TAKE HOME MESSAGE

Our tweet that received the most views promoted registration opening for the Science for Communities Workshop, held in Stockton on July 12. The tweet included relevant hashtags, emphasized networking opportunities for in-person attendees, and provided a registration link.



Please note: Twitter/X has moved its metrics only to be available for paid accounts. The Communications Team will update its reporting style accordingly soon.

FEATURED CONTENT

- **Events:** Council and Delta Independent Science Board meetings
- **Other:** A call for public comments on the Draft Delta Plan Five-Year Review, letters from the Delta Science Program's peer review of the Summer-Fall Habitat Action Monitoring and Science Plans & Structured Decision-Making Approach, the Brown-Nichols Science Award nomination period, California Invasive Species Action Week (which highlighted nutria and ribbonweed), a survey from former Delta Science Fellow Tara Pozzi about the governance system for climate adaptation in the Sacramento-San Joaquin Delta, and a new issue of San Francisco Estuary and Watershed Science

INSTAGRAM

2 posts
7 stories
336 accounts reached
14 new followers



TAKE-HOME MESSAGE

Our top post promoted the second Science for Communities Workshop. The post included a photo of the first Science for Communities Workshop, relevant hashtags, and directed viewers to registration links. The Communications Team also tagged the event's location, San Joaquin Delta College.

LINKEDIN

3 updates
109 page views
13 new followers



TAKE-HOME MESSAGE

Our top post promoted the second Science for Communities Workshop and offered a look at the topics to be discussed. Given this platform's career-centric focus, the post highlighted that internship and networking opportunities would be an integral part of the event, with relevant hashtags and a registration link.

FACEBOOK

5 posts
3 shares earned
2 new followers



TAKE-HOME MESSAGE

Our post with the highest reach also promoted the second Science for Communities Workshop, highlighting agenda topics and linking to registration.



WEBSITE

Total visitors

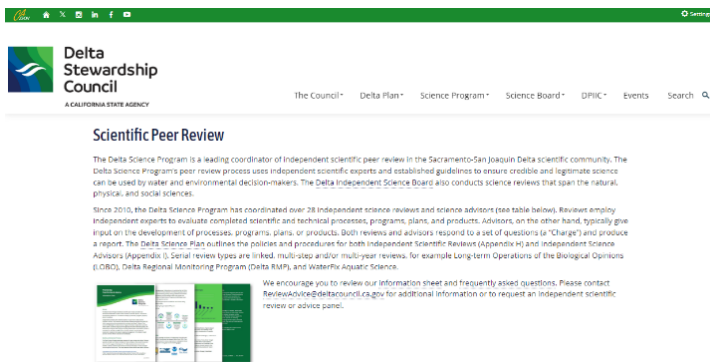
6k

Average time spent on site

2 minutes

Web pages that were updated this month included:

- Council Meetings,
- Delta ISB Meetings,
- Public Participation,
- Events, and
- Independent Scientific Peer Review.



POPULAR WEB PAGES THIS MONTH

About the Council

881 users

The Delta Plan

811 users

About the Delta ISB

754 users

VIEWERSHIP BY DEVICE

In a sampling of 6,011 users this month...

Desktop

95 % or 5,716 users

Mobile

4 % or 286 users

Tablet

1 % or 9 users

EMAIL ANNOUNCEMENTS

6 listserv announcements sent

44 % open rate

18 % click rate

18 new subscribers (2,891 total)

HIGHEST OPEN RATE

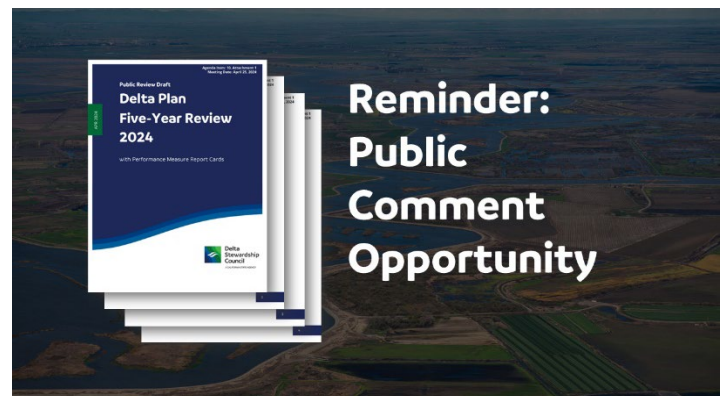
Due Date Extended: Public Comments Wanted on Draft Review of Food Webs in the Delta

51 % of recipients opened, or 1,183 subscribers

HIGHEST LINK CLICK RATE

Reminder: Public Comments Wanted on the Draft Delta Plan Five-Year Review Report

32 % of recipients clicked, or 739 subscribers



MEETING WEBCASTS

June 21 Delta ISB Meeting

Live views: 26

Archive views: 17

June 27 Delta Stewardship Council Meeting

Live views: 37

Archive views: 52

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