



TWITTER/X

19 tweets
NA impressions
0 new followers

TAKE HOME MESSAGE

Our tweet that received the most views promoted early bird registration opening for the upcoming Bay-Delta Science Conference. It included relevant hashtags and a registration link. After seeing success when referencing pop culture, this tweet included a Taylor Swift reference and GIF, which increased engagement and retweets.



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:** Science for Communities Workshop agenda release, Delta Stewardship Council meeting, Research Awards Seminar Series, Delta Independent Science Board meeting, Dr. Kenneth Rose presenting to the National Academy of Sciences
- Other:** A reminder of the call for public comments on the Delta Science Program’s Draft Grand Challenges Essay; a new blog from the UC Davis Center for Watershed Sciences that two Council staff members contributed to; a Justice, Equity, Diversity, and Inclusion Officer job opening; and the partnership between the Delta Science Program, National Academy of Sciences, and U.S. Bureau of Reclamation as they review the operations of the Central Valley Project and State Water Project

INSTAGRAM

2 posts
4 stories
314 accounts reached
9 new followers



TAKE-HOME MESSAGE

Our top post highlighted Leo T. McCarthy Center Summer Fellow Ruby Kaill, whose fellowship, which ends next month, focused primarily on legislation and accessibility. The post celebrated Disability Pride Month by highlighting four accessible attractions in the Bay-Delta. It included a quote from Ruby and tagged accounts associated with the attractions she highlighted.

LINKEDIN

5 updates
164 page views
12 new followers



TAKE-HOME MESSAGE

Our top post called for applicants for the open Justice, Equity, Diversity, and Inclusion Officer position within the Council. Several staff members shared the post on their personal pages to spread the word, and it included relevant hashtags and an eye-catching graphic.

FACEBOOK

7 posts
2 shares earned
1 new followers



TAKE-HOME MESSAGE

Our post with the highest reach promoted a new blog from the UC Davis Center for Watershed Sciences focusing on restoring tidal wetlands, which Environmental Program Manager Dylan Chapple and Senior Environmental Scientist Elizabeth Brusati contributed to.



WEBSITE

Total visitors

6k

Average time spent on site

2 minutes

Web pages that were updated this month included:

- Council Meetings,
• Delta ISB Meetings,
• About the Delta Plan Interagency Implementation Committee, and
• Events.



EMAIL ANNOUNCEMENTS

8 listserv announcements sent

29 % open rate

5 % click rate

21 new subscribers (2,910 total)

HIGHEST OPEN & CLICK RATE

Agenda Available:

Science for Communities Workshop

37 % of recipients opened, or 864 subscribers

8 % of recipients clicked, or 183 subscribers



POPULAR WEB PAGES THIS MONTH

About the Council

1,576 users

Council Meetings

279 users

Events

259 users

VIEWERSHIP BY DEVICE

In a sampling of 4,810 users this month...

Desktop

95 % or 4,576 users

Mobile

4 % or 230 users

Tablet

1 % or 4 users

MEETING WEBCASTS

July 11 Delta ISB Meeting

Live views: 27

Archive views: 11

July 25 Delta Stewardship Council Meeting

Live views: 35

Archive views: 63

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