



TWITTER/X

17 tweets

NA impressions

0 new followers, 3,530 total

TAKE HOME MESSAGE

Our tweet that received the most likes and reposts promoted new social media graphics for the upcoming Bay-Delta Science Conference, which the Council is co-hosting alongside the United States Geological Survey. The post encourages attendees to share the graphics and what they are most excited about for #BDSC2024.



Please note: X has made its metrics available only for paid accounts. The Communications Team will update its reporting style accordingly soon.

FEATURED CONTENT

- **Events:** Delta Stewardship Council meeting, Delta Independent Science Board meeting, National Water Quality Month, and International Dog Day
- **Other:** Maven’s Notebook feature highlighting the Council’s partnerships with tribes in the Delta, harmful algal blooms (HABs), Dr. Diane McKnight voted the Delta ISB’s chair-elect, Delta Protection Commission article featuring results from the Delta Resident’s Survey, a new peer review & advice information sheet, and a new Science in Short Podcast episode about environmental DNA

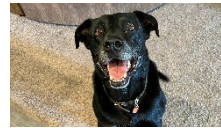
INSTAGRAM

3 posts

19 stories

692 accounts reached

19 new followers



TAKE-HOME MESSAGE

Our top post celebrated some of the four-legged friends of Council staff for International Dog Day!

The post featured photos that were submitted by nine employees and earned 25 likes.

LINKEDIN

5 updates

108 page views

21 new followers



TAKE-HOME MESSAGE

Our top post promoted the release of California Sea Grant State Fellow Dane Whicker’s new podcast, The Delta Dispatch. His debut episode was released promptly following heightened interest in HABs from KCRA coverage. The post promoted the episode’s topic and named the interviewees, Restore the Delta’s Spencer Fern and our Delta Science Program’s Tricia Lee.

FACEBOOK

6 posts

2 shares earned

1 new follower



TAKE-HOME MESSAGE

Our post with the highest reach (235 users) promoted the upcoming Bay-Delta Science Conference. These posts were adapted for each of the Council’s social media platforms with versions of the graphics that were designed specifically for each platform’s dimensions.



WEBSITE

Total visitors

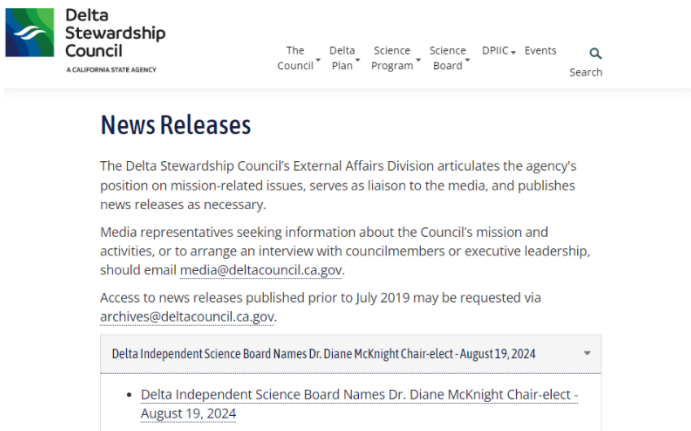
5.4k

Average time spent on site

2 minutes

Web pages that were updated this month included:

- Council Meetings,
- Delta ISB Meetings, and
- News Releases.



POPULAR WEB PAGES THIS MONTH

About the Council

2,891 users

Council Meetings

2,209 users

The Delta Plan

996 users

VIEWERSHIP BY DEVICE

In a sampling of 5,432 users this month...

Desktop

96 % or 5,215 users

Mobile

3 % or 208 users

Tablet

1 % or 9 users

EMAIL ANNOUNCEMENTS

3 listserv announcements sent

50 % open rate

19 % click rate

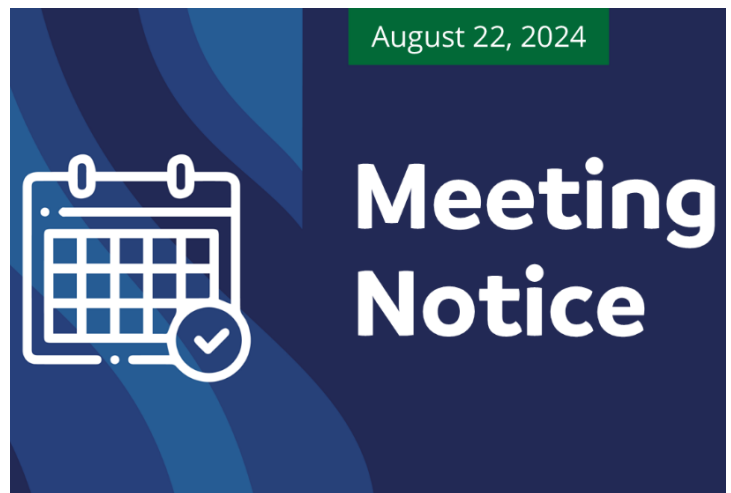
10 new subscribers (2,921 total)

HIGHEST OPEN & CLICK RATE

Notice of August 22 Council Meeting

52 % of recipients opened, or 1,215 subscribers

28 % of recipients clicked, or 651 subscribers



MEETING WEBCASTS

August 15 Delta ISB Meeting

Live views: 42

Archive views: 10

August 22 Council Meeting

Live views: 35

Archive views: 13

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