



### X/TWITTER

X has made its metrics available only for paid accounts. The Communications Team will update its reporting style as soon as possible.

35 tweets

NA impressions

2 new followers, 3,532 total

#### TAKE HOME MESSAGE

Our tweet that received the most likes and reposts celebrated the first day of the 2024 Bay-Delta Science Conference (BDSC). It featured photos from the conference and relevant hashtags. The post also offered an overview of the themes presented at the conference and was retweeted by the California Natural Resources Agency.



#### FEATURED CONTENT

- **Events:** Delta Stewardship Council and Delta Independent Science Board meetings, and the BDSC
- **Other:** Tribal and Environmental Justice Issue Paper and blog release, videos featuring Delta Lead Scientist Dr. Lisamarie Windham-Myers ahead of BDSC sessions, Matt Nobriga receives the Brown-Nichols Science Award, a new issue of San Francisco Estuary and Watershed Science (SFEWS), completion of the California Department of Water Resources' Lookout Slough Tidal Habitat Restoration Project, and Dr. Inge Werner becomes chair of the Delta ISB

### INSTAGRAM

4 posts

19 stories

443 accounts reached

25 new followers



#### TAKE-HOME MESSAGE

Our top post announced Matt Nobriga as the 2024 Brown-Nichols Science Award winner, as awarded on the first day of the BDSC. The caption included information about his nearly 30-year state and federal service career, highlighting his expertise in aquatic ecology and fish biology, particularly in the Sacramento-San Joaquin Delta.

### LINKEDIN

13 updates

143 page views

12 new followers



#### TAKE-HOME MESSAGE

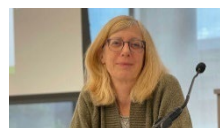
Our top post promoted the BDSC by showcasing the threat of invasive phragmites, or "common reed," in the Delta, with a video from Delta Lead Scientist Dr. Lisamarie Windham-Myers. The post gave a broad overview of the topic and then highlighted several talks at the BDSC that would cover this invasive species.

### FACEBOOK

6 posts

0 shares earned

2 new followers



#### TAKE-HOME MESSAGE

Our post with the highest reach (94 users) announced Dr. Inge Werner as the new chair of the Delta ISB. The post included a photo of and quote from Dr. Werner and a brief overview of the Delta ISB's leadership structure. It then pointed readers to the news release for further information.



## WEBSITE

### Total visitors

4.1k

### Average time spent on site

2 minutes

The following web pages were updated this month.

- Council and Delta ISB Meetings
- Environmental Justice
- Brown-Nichols Science Award
- Council, Delta ISB, and Delta Plan Interagency Implementation Committee Members
- Delta Adapts
- 2025 Research Awards
- Social Science
- Delta Plan Five-Year Review
- News Releases
- Blogs

### Blogs



September 17, 2024

**Tribal and Environmental Justice Issues in the Sacramento-San Joaquin Delta: History and Current Perspectives**



April 22, 2024

**Making Every Day Earth Day: Analyzing Data with the National Center for Ecological Analysis & Synthesis**



December 11, 2023

**Looking Back and Moving Forward: A Reflection by Outgoing Delta Lead Scientist Dr. Laurel Larsen**

## POPULAR WEB PAGES THIS MONTH

### About the Council

2,868 users

### Council Members

2,739 users

### What is Environmental Justice?

593 users

## VIEWERSHIP BY DEVICE

In a sampling of 4,125 users this month...

### Desktop

91 % or 3,782 users

### Mobile

8 % or 334 users

### Tablet

1 % or 9 users

## EMAIL ANNOUNCEMENTS

10 listserv announcements sent

35 % open rate

8 % click rate

6 new subscribers (2,927 total)

## HIGHEST OPEN & CLICK RATE

### Matthew L. Nobriga Receives Brown-Nichols Science Award

43 % of recipients opened, or 997 subscribers

18 % of recipients clicked, or 417 subscribers



## MEETING WEBCASTS

### September 12 Delta ISB Meeting

Live views: NA

Archive views: NA

### September 26 Council Meeting

Live views: NA

Archive views: NA

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