



X/TWITTER

17 tweets

NA impressions

3 new followers, 3,535 total

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

TAKE HOME MESSAGE

Our tweet that received the most likes and reposts celebrated the second 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 80 talks presented that day and was retweeted by the California Natural Resources Agency.



We hope you're enjoying day 2 of #BDSC2024!

A whopping 80 talks are happening on important topics in #California.

To name a few:

- Harmful algal blooms
- Salmon, steelhead, + smelt
- Carbon farming
- Data synthesis
- Environmental DNA

And make sure to check out the #sciart!



FEATURED CONTENT

- Events:** Delta Stewardship Council, Delta Plan Interagency Implementation Committee (DPIIC), and Delta Independent Science Board (ISB) meetings; Delta Science Tracker webinar
- Other:** Assemblymember Diane Papan's Delta tour, a new co-authored blog about Delta levees, CA Sea Grant State Fellow Dane Whicker's podcast episode on subsidence, the Cyanobacteria Harmful Algal Blooms monitoring strategy, legal assistant job vacancy, a new data explorer for results from the Delta Residents Survey, and a paper from former Senior Environmental Scientist Pascale Goertler and California Sea Grant State Fellow Tracey Grimes about using telemetry data to quantify life history diversity in Chinook salmon

INSTAGRAM

2 posts

8 stories

389 accounts reached

14 new followers



TAKE-HOME MESSAGE

Our post with the highest reach promoted a new blog for California Flood Preparedness

Week, describing levees as the backbone of the Sacramento-San Joaquin Delta. The blog was published before the DPIIC fall gathering focused on levees. Chair Julie Lee, Special Assistant for Planning & Science Amanda Bohl, and Supervising Engineer Erin Mullin co-authored it.

LINKEDIN

5 updates

90 page views

13 new followers



TAKE-HOME MESSAGE

Our top post called for presenters from the 2024 BDSC to add their research to the Delta

Science Tracker to help improve the coordination and collaboration of science activities in the Delta. It included a link to the Tracker and relevant hashtags.

FACEBOOK

5 posts

1 shares earned

5 new followers



TAKE-HOME MESSAGE

Like Instagram, our Facebook post with the highest reach promoted the levee blog and this

topic as the focal point of the October 28 DPIIC meeting in Clarksburg. The post included an eye-catching graphic that subtly reminded folks that they could read our blogs on computers, smartphones, and more.



WEBSITE

Total visitors

4.1k

Average time spent on site

2 minutes

The following web pages were updated this month.

- Council, DPIIC, and Delta ISB Meetings,
- Delta ISB Products, and
- Blogs

Blogs



October 25, 2024

[Delta Levees: The Backbone of the Coequal Goals](#)



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](#)

POPULAR WEB PAGES THIS MONTH

About the Council

1,786 users

Council Members

1,536 users

Frequently Asked Questions

771 users

VIEWERSHIP BY DEVICE

In a sampling of 4,105 users this month...

Desktop

78 % or 3,214 users

Mobile

20 % or 817 users

Tablet

2 % or 74 users

EMAIL ANNOUNCEMENTS

8 listserv announcements sent

34 % open rate

8 % click rate

11 new subscribers (2,931 total)

HIGHEST OPEN & CLICK RATE

Certification of Consistency Filed:

2024-2026 Proposed Geotechnical Activities

46 % of recipients opened, or 1,068 subscribers

20 % of recipients clicked, or 471 subscribers

MEETING WEBCASTS

October 4 Delta ISB Meeting

Live views: 31

Archive views: 21

October 24 Council Meeting

Live views: 64

Archive views: NA

Virtual attendance was not offered for the DPIIC meeting.

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



We saw a significant increase in mobile and tablet users this month. This could be due to various reasons, including the Bay-Delta Science Conference.