



### X/TWITTER

16 tweets  
NA impressions  
-117 new followers

#### TAKE HOME MESSAGE

Our tweet that received the most engagement promoted the Grand Challenges essay and the upcoming 2025 Delta Science Plan workshop. The post capitalized on the buzz surrounding the release of the film “Wicked” by creating a graphic with the film’s pink and green aesthetic and mentioning the “wicked” problems faced in the Sacramento-San Joaquin Delta. This post also received attention from the California Natural Resources Agency, including them sharing to their network.



#### FEATURED CONTENT

- **Events:** Delta Plan Interagency Implementation Committee’s (DPIIC) Restoration Subcommittee gathering, Council and Delta Independent Science Board meetings
- **Other:** Release of Delta Adapts’ draft adaptation plan, call for comments on a planned climate research symposium prospectus, the DPIIC Fiscal Year 2022-2023 Crosscut Budget Report, promotion of a social scientist position hosted through partnership with California Sea Grant, a call for responses to the Bay-Delta Science Conference science communication survey, release of the Decision-making Under Deep Uncertainty seminar series report

### INSTAGRAM

2 posts  
9 stories  
1k accounts reached  
15 new followers



#### TAKE-HOME MESSAGE

Our top post highlighted the release of the Council’s draft adaptation plan for our climate initiative, Delta Adapts, with a portrait of Environmental Program Manager for Climate Change and Environmental Justice Morgan Chow. The caption included relevant hashtags, a quote from Morgan, and an overview of what climate change looks like in the Delta and directed followers to provide comments in a link included in our bio.

### LINKEDIN

4 updates  
164 page views  
12 new followers

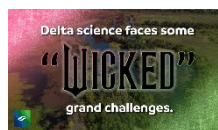


#### TAKE-HOME MESSAGE

Our top post called for public comment on Delta Adapts’ draft adaptation plan. Staff and external partners shared this post several times.

### FACEBOOK

6 posts  
3 shares earned  
4 new followers



#### TAKE-HOME MESSAGE

Our post with the highest reach was our “Wicked” content promoting the Grand Challenges essay and upcoming workshop. We received positive comments and new followers immediately following this post.



## WEBSITE

**Total visitors**

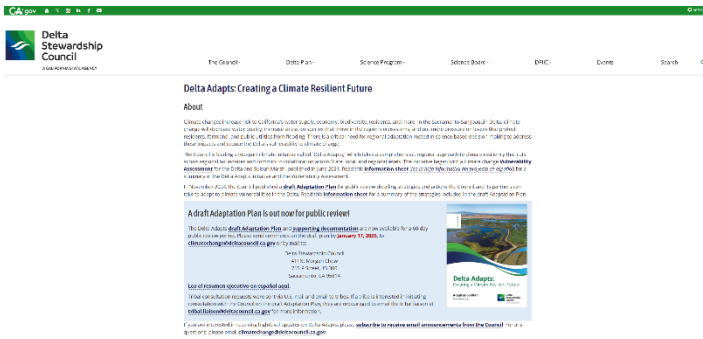
1.8k

**Average time spent on site**

5 minutes

Web pages that were updated this month included:

- Delta Adapts,
- Regulations,
- Council Meetings,
- Delta ISB Meetings and Products, and
- Events.



## EMAIL ANNOUNCEMENTS

8 listserv announcements sent

44 % open rate

7 % click rate

2 new subscribers (2,935 total)

### HIGHEST OPEN RATE

**Notice of November 21 Council Meeting**

55 % of recipients opened, or 1,270 subscribers

### HIGHEST CLICK RATE

**Appeals Filed for 2024-2026 Proposed Geotechnical Activities C20242**

25% of recipients clicked, or 579 subscribers

## POPULAR WEB PAGES THIS MONTH

**About the Council**

2,279 users

**Council Members**

2,184 users

**Delta Adapts**

668 users

## VIEWERSHIP BY DEVICE

In a sampling of 1,813 users this month...

**Desktop**

75 % or 1,359 users

**Mobile**

24 % or 427 users

**Tablet**

1 % or 27 users



## MEETING WEBCASTS

**November 8 Delta ISB Meeting**

Live views: 35

Archive views: 10

**November 21 Council Meeting**

Live views: 37

Archive views: 8

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