

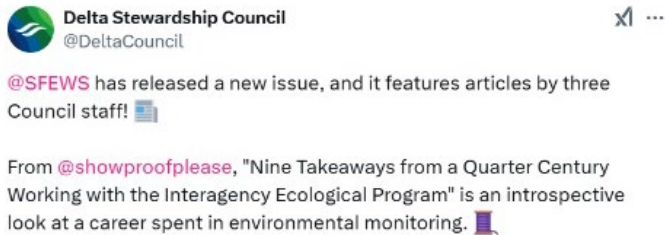


X/TWITTER

6 tweets
NA impressions
0 new followers

TAKE HOME MESSAGE

Our two-tweet thread that received the most attention promoted a new issue of San Francisco Estuary and Watershed Science (SFEWS), which featured an essay from Program Manager III Steve Culberson reflecting on his 25-year career with the Interagency Ecological Program and an article on the management of tidal wetland restoration following the 2023 Wetland Science Symposium, which included Environmental Program Manager I Dylan Chapple and Senior Environmental Scientist Elizabeth Brusati as co-authors.



FEATURED CONTENT

- **Events:** Council and Delta Independent Science Board meetings, save-the-date for Delta Adapts hybrid drop-in workshop.
- **Other:** Release of a new blog promoting the public review draft of the Delta Adapts' Adaptation Plan.

INSTAGRAM

1 post
1 story
249 accounts reached
6 new followers

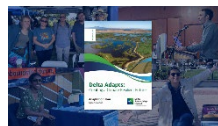


TAKE-HOME MESSAGE

Our top post promoted our new blog, which focused on releasing the public review draft of the Adaptation Plan for the Council's climate initiative, Delta Adapts. Environmental Program Manager I Morgan Chow, California Sea Grant State Fellow Dane Whicker, and Senior Environmental Scientist Annika Ragsdale co-authored the blog. The post promoted the public comment period, which included a hybrid drop-in workshop on January 6.

LINKEDIN

2 updates
92 page views
7 new followers



TAKE-HOME MESSAGE

Our top post also announced the new Delta Adapts blog. The post tagged the blog's coauthors and earned six reposts from staff and external parties.

FACEBOOK

3 posts
0 shares earned
0 new followers



TAKE-HOME MESSAGE

Similar to X, our most popular Facebook post promoted the latest issue of SFEWS and highlighted the contributions of Steve Culberson, Dylan Chapple, and Elizabeth Brusati.



WEBSITE

Total visitors

1.6k

Average time spent on site

8 minutes

Web pages that were updated this month included:

- Delta ISB Members,
- Environmental Justice,
- Blogs,
- Delta Plan Regulations,
- Council Meetings,
- Delta ISB Meetings, and
- Events.



POPULAR WEB PAGES THIS MONTH

News Releases

4,353 users

Council Meetings

2,927 users

About the Council

2,200 users

VIEWERSHIP BY DEVICE

In a sampling of 1,633 users this month...

Desktop

81 % or 1,321 users

Mobile

18 % or 299 users

Tablet

1 % or 13 users

EMAIL ANNOUNCEMENTS

3 listserv announcements sent

35 % open rate

2 % click rate

4 new subscribers (2,939 total)

HIGHEST OPEN RATE

Notice of Additional 15-Day Public Comment Period for Proposed Ecosystem Regulations

37 % of recipients opened, or 844 subscribers

HIGHEST CLICK RATE

Notice of December 19 Council Meeting

3% of recipients clicked, or 59 subscribers

December 19, 2024



Delta Stewardship Council Meeting Notice

MEETING WEBCASTS

December 4 Delta ISB Meeting

Live views: 27

Archive views: 27

December 19 Council Meeting

Live views: 253

Archive views: 35

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