



The Communications Team is monitoring the decreasing follower trend on this platform.

X

10 tweets
NA impressions
-24 new followers

TAKE HOME MESSAGE

Our post that gained the most attention this month promoted California Sea Grant State Fellow Dane Whicker's latest "The Delta Dispatch" podcast episode with a Bay-Delta-themed Valentine. The episode focused on "the hardest working levees in America" and featured Delta Stewardship Council Supervising Engineer for Water Resources Erin Mullin and UC Davis PhD Candidate Kathleen Schaefer.



FEATURED CONTENT

- Events: Council and Delta Independent Science Board meetings, International Day of Women and Girls in Science content featuring Delta Lead Scientists Dr. Lisamarie Windham-Myers (current) and Dr. Laurel Larsen (former)
Other: Promotion of budget analyst and associate governmental program analyst job openings at the Council, Science Funding Program Manager Dylan Stern's selection as a 2025 Water Leader, and a new blog from Performance Management Program Manager II Martina Koller and Deputy Executive Officer for Planning and Performance Jeff Henderson

The Communications Team is monitoring the increasing follower trends on these platforms.

INSTAGRAM

4 posts
11 stories
555 accounts reached
25 new followers

TAKE-HOME MESSAGE



Our top post celebrated Dylan Stern, who was selected to join the Water Education Foundation's 2025 Class of Water Leaders. The post included a new portrait of Dylan, a quote, and an overview of the cohort's plans to explore ways to modernize California water rights to address the effects of drought, climate change, and other challenges.

LINKEDIN

3 updates
109 page views
23 new followers

TAKE-HOME MESSAGE



Our top post promoted the call for prominent scientists to serve on the Delta ISB. Along with a quote from Delta ISB Chair Dr. Inge Werner and hashtags detailing the expertise desired by the Board, the post also celebrated National Science Day and included a graphic with photos of all current Board members. It is also worth noting that the post celebrating Dylan Stern received significant attention on this platform, with 47 likes!

FACEBOOK

3 posts
2 shares earned
3 new followers



TAKE-HOME MESSAGE

Like Instagram, our top post also celebrated Dylan Stern's selection as a 2025 Water Leader. It included his portrait, quote, and information about the Water Leader program.



WEBSITE

Total visitors

3.5k

Average time spent on site

3 minutes

Web pages that were updated this month included:

- Public Participation,
- Delta ISB Members,
- Council Meetings,
- Delta ISB Meetings, and
- Events.



EMAIL ANNOUNCEMENTS

5 listserv email announcements sent

34 % open rate

3 % click rate

3 new subscribers (2,939 total)



HIGHEST OPEN & CLICK RATE

Notice of February Delta Independent Science Board and Council Meetings

37 % of recipients opened, or 846 subscribers

7% of recipients clicked, or 164 subscribers

POPULAR WEB PAGES THIS MONTH

Council Meetings

2,020 users

Outgoing Correspondence

1,549 users

News Releases

1,495 users

VIEWERSHIP BY DEVICE

In a sampling of 3,260 users this month...

Desktop

91 % or 2,982 users

Mobile

8 % or 267 users

Tablet

1 % or 11 users

MEETING WEBCASTS

February 24 Delta ISB Meeting

Live views: 29

Archive views: 0

February 27 Council Meeting

Live views: 49

Archive views: 3

On average, Delta ISB meetings receive 14 archive views, and Council meetings receive 30 archive views.