



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

X

11 tweets  
NA impressions  
-15 new followers

TAKE HOME MESSAGE

Our post that gained the most attention this month promoted "More to Explore: Enhancing Recreation in California's Delta," a new blog by Delta Stewardship Council Chair Julie Lee, Special Assistant for Planning and Science Amanda Bohl, and Executive Fellow Audrey Cho. Along with promoting the April 3 Delta Plan Interagency Implementation Committee (DPIIC) meeting and relevant hashtags, the post tagged and was shared by the California State Parks account.



FEATURED CONTENT

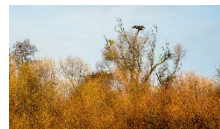
- Events: Council, DPIIC, and Delta Independent Science Board meetings; Delta Restoration Forum registration; and promotion of the upcoming Microplastic Pollution Symposium co-hosted by the Delta Science Program and UC Davis Coastal & Marine Sciences Institute
Other: International Women's Day content featuring Chair Lee and Vice Chair Gayle Miller, a new episode of "Science in Short," a Council-funded podcast produced by Estuary News Group and Maven's Notebook, and a public comment opportunity on the adoption of procedures related to Council meetings

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

INSTAGRAM

4 posts  
0 stories  
1.4k accounts reached  
19 new followers

TAKE-HOME MESSAGE



Like X, our top post on this platform promoted the blog penned by Chair Julie Lee, Special Assistant for Planning & Science Amanda Bohl, and Executive Fellow Audrey Cho. The post also tagged the California State Parks account.

LINKEDIN

6 updates  
143 page views  
23 new followers

TAKE-HOME MESSAGE

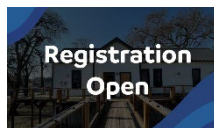


Our top post announced open registration for the upcoming "Microplastic Pollution: Impact on the SF Bay Delta and Remediation Strategies" symposium. The post tagged confirmed speakers and our co-host and included relevant hashtags.

FACEBOOK

7 posts  
4 shares earned  
2 new followers

TAKE-HOME MESSAGE



The top post promoted registration for the third Delta Restoration Forum, which will be held on May 1 at the newly restored 1883 Clarksburg Schoolhouse. The post overviewed what attendees could expect from the forum, including meeting ecosystem restoration practitioners and learning about opportunities for landowners to implement wildlife-friendly practices.



## WEBSITE

### Total visitors

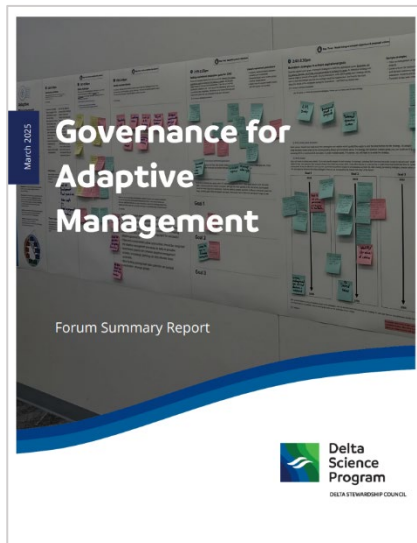
3.5k

### Average time spent on site

3 minutes

Web pages that were updated this month included:

- Independent Peer Reviews,
- Adaptive Management,
- Council Meetings,
- Delta ISB Meetings, and
- Events.



## EMAIL ANNOUNCEMENTS

11 listserv email announcements sent

35 % open rate

2 % click rate

-6 new subscribers (2,933 total)

## HIGHEST OPEN RATE

### Certification of Consistency Filed:

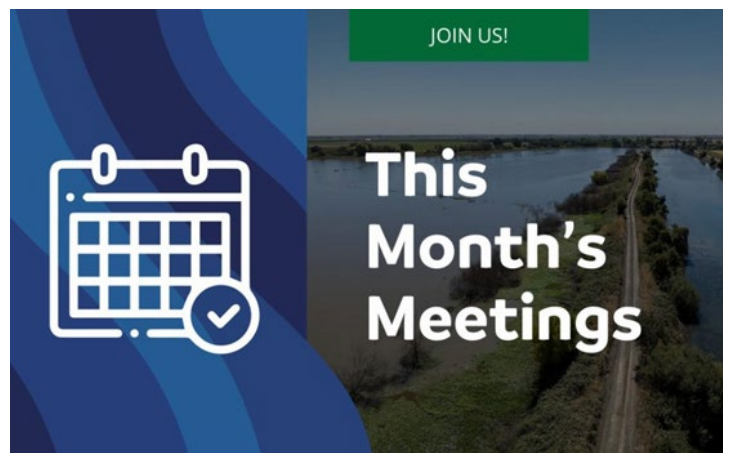
### Zacharias Ranch Mitigation Bank Project

37 % of recipients opened, or 842 subscribers

## HIGHEST CLICK RATE

### March 2025 Meetings

3% of recipients clicked, or 68 subscribers



## POPULAR WEB PAGES THIS MONTH

### News Releases

3,353 users

### About the Council

3,277 users

### Latest News

985 users

## VIEWERSHIP BY DEVICE

In a sampling of 3,509 users this month...

### Desktop

92 % or 3,250 users

### Mobile

7 % or 254 users

### Tablet

1 % or 5 users

## MEETING WEBCASTS

### March 20 Delta ISB Meeting

Live views: 83

Archive views: 13

### March 27 Council Meeting

Live views: 96

Archive views: 42

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