



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

X

8 tweets
-12 new followers

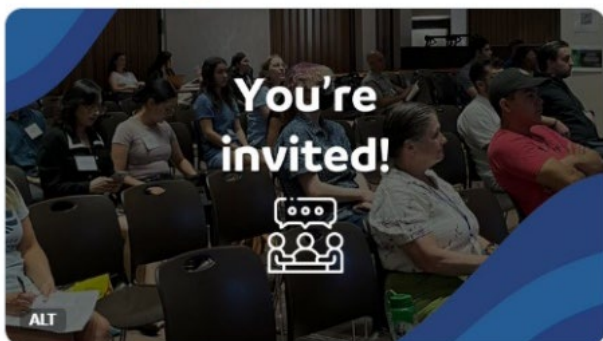
TAKE HOME MESSAGE

This month, the post that gained the most attention on this platform promoted the Science for Communities interest survey, targeting locals who want to shape community-driven science. The post included a graphic, hashtags for the Sacramento-San Joaquin Delta and Suisun Marsh, and a link to the new Science for Communities web page.

 **Delta Stewardship Council** @DeltaCouncil · May 13
Interested in research efforts in the #sacdelta or #suisunmarsh? We're looking for locals to help shape community-driven science!

Take our 2025 Science for Communities (SFC) survey by June 18 ➔
rebrand.ly/964312

Learn more about SFC ➔ rebrand.ly/dscsfc



FEATURED CONTENT

- **Events:** Council and Delta Independent Science Board meetings
- **Other:** A new episode of the Delta Dispatch podcast, promotion of the Delta Science Program's third partnership with the National Center for Ecological Analysis and Synthesis to discuss critical Bay-Delta management needs in a working group planned for fall 2025, and promotion of the open Information Technology Manager position

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

INSTAGRAM

5 posts
0 stories
468 accounts reached
14 new followers



TAKE-HOME MESSAGE

Our top post promoted the most recent episode of the Delta Dispatch podcast, "Destination:

Delta," which focused on the Delta's status as California's only National Heritage Area, and what it means to support the Delta as a place where people live, work, and recreate.

LINKEDIN

3 updates
143 page views
45 new followers



TAKE-HOME MESSAGE

Similar to Instagram, our top post on LinkedIn promoted the latest episode of the Delta Dispatch

podcast. This career-focused platform also allows us to tag relevant agencies and individuals, increasing the visibility of our content.

FACEBOOK

2 posts
0 shares earned
0 new followers

TAKE-HOME MESSAGE



This month's top post promoted the May 22 Council meeting at the California Natural Resources Agency building. It included a brief synopsis of agenda items and a link to the meeting notice.



WEBSITE

Total visitors

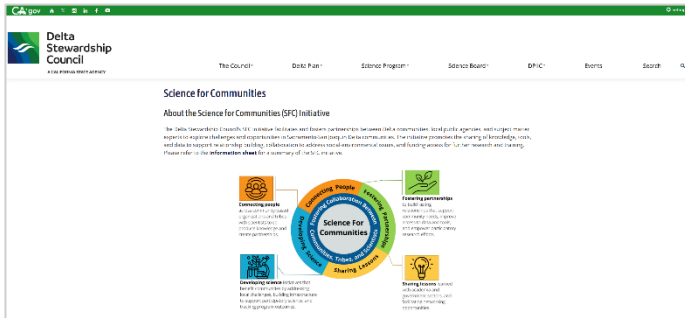
3.4k

Average time spent on site

2 minutes

Web pages that were updated this month included:

- Science for Communities,
- Science Synthesis,
- Council Meetings,
- Delta ISB Meetings, and
- Events.



POPULAR WEB PAGES THIS MONTH

About the Council

3,921 users

News Releases

1,542 users

Latest News

741 users

VIEWERSHIP BY DEVICE

In a sampling of 3,369 users this month...

Desktop

92 % or 3,141 users

Mobile

6 % or 221 users

Tablet

1 % or 7 users

EMAIL ANNOUNCEMENTS

7 listserv email announcements sent

35 % open rate

2 % click rate

78 new subscribers (3,022 total)

HIGHEST OPEN RATE

Certification of Consistency Filed:

Contra Costa County 2045 General Plan

36 % of recipients opened, or 899 subscribers

HIGHEST CLICK RATE

Notice of May 22 Council Meeting

3% of recipients clicked, or 62 subscribers



MEETING WEBCASTS

May 15 Delta ISB Meeting

Live views: 16

Archive views: 58

May 22 Council Meeting

Live views: 32

Archive views: 88

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