



LINKEDIN

10 updates
160 page views
51 new followers

TAKE HOME MESSAGE

This month's most popular content announced registration for the upcoming Adaptive Management Forum. Tapping into the excitement around Taylor Swift's new album, the Communications Team designed a Swift-inspired graphic. It included a caption filled with song references, relevant hashtags, and links for registration and a call for submissions for the Forum's poster session. 85 followers also clicked links in the post, which show that pop culture tie-ins can drive engagement.



FEATURED CONTENT

- **Events:** Delta Invasive Species Symposium
- **Other:** Farewell posts for Executive Fellow Audrey Cho and McCarthy Fellow Jayden Joeckel, survey for the upcoming Public Participation Plan update, hiring call for a post-doctoral researcher for the Delta Independent Science Board with California Sea Grant

X

8 tweets
0 new followers



TAKE-HOME MESSAGE

Like other social media platforms, our best-performing content used a Taylor Swift-inspired visual to promote registration for the upcoming Adaptive Management Forum. The post gained additional traction after being shared by the California Natural Resources Agency, the Sacramento-San Joaquin Delta Conservancy, and the California Water Commission.

FACEBOOK

4 updates
211 page visits
3 new followers



TAKE-HOME MESSAGE

The registration post for the Adaptive Management Forum was also the top performer on Facebook. With a caption similar to those on LinkedIn and Instagram, it reinforced how pop culture tie-ins can boost engagement while maintaining consistent messaging across platforms.

INSTAGRAM

2 posts
4 stories
736 accounts reached
10 new followers



TAKE-HOME MESSAGE

The top Instagram post also promoted registration for the Adaptive Management Forum, using the same Taylor Swift-inspired graphic (with slightly different dimensions) and caption as other platforms.



WEBSITE

Total visitors

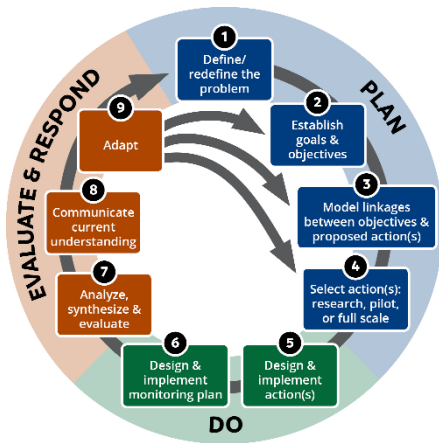
5k

Average time spent on site

2 minutes

Web pages that were updated this month included:

- Council Meetings,
- Delta ISB Meetings,
- Events,
- Delta Plan Interagency Implementation Committee Members,
- Public Participation, and
- Adaptive Management.



POPULAR WEB PAGES THIS MONTH

Council Meetings

3,063 users

News Releases

1,960 users

Collaborative Science

1,278 users

VIEWERSHIP BY DEVICE

In a sampling of 4,966 users this month...

Desktop

97 % or 4,853 users

Mobile

2 % or 105 users

Tablet

1 % or 8 users

EMAIL ANNOUNCEMENTS

5 listserv email announcements sent

38 % open rate

4 % click rate

2 new subscribers (3,022 total)

HIGHEST OPEN RATE

Registration Open:

2025 Adaptive Management Forum

40 % of recipients opened, or 919 subscribers

HIGHEST CLICK RATE

Now Online:

Public Participation Plan Update Survey

5 % of recipients clicked, or 116 subscribers



MEETING WEBCAST

August 13 Delta ISB Meeting

Live views: 11

Archive views: 23

August 28 Council Meeting

Live views: 28

Archive views: 47

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