



## LINKEDIN

24 updates  
87 page views  
26 new followers

### TAKE-HOME MESSAGE

This month's top-performing post reflected on the passing of Dr. Jim Cloern, a highly respected leader in the Sacramento-San Joaquin Delta science community. It highlighted his contributions to the Delta Independent Science Board and his broader scientific achievements, paired with a quote from Delta Lead Scientist Dr. Lisamarie Windham-Myers and a photo. Former colleagues, including current Delta ISB Member Dr. Tanya Heikkila, shared personal anecdotes in the comments.



Delta Stewardship Council  
1,388 followers  
1w • 1

We honor the life and legacy of Dr. Jim Cloern, who passed away on November 3, 2025. ...more



### FEATURED CONTENT

- **Events:** Council and Delta ISB meetings; LGBTQ+ STEM Day; National Academies of Sciences, Engineering, and Medicine webinar featuring Delta ISB Member Dr. Peter Goodwin, 2025 Delta Invasive Species Symposium
- **Other:** 2025 Delta Research Awards project spotlights through "10 Days of Gratitude," a Delta Dispatch podcast episode from former California Sea Grant State Fellow Dane Whicker focusing on fish passage, a call for public input on an independent scientific peer review about winter-run Chinook salmon annual loss in the 2024-25 water year

## X

20 tweets  
-4 new followers



### TAKE-HOME MESSAGE

Our most viewed tweet promoted the public review period for the draft 2026 Delta Science Plan. It included a link to the report, the deadline for public comments, and an eye-catching graphic. This post received extended reach thanks to the California Natural Resources Agency sharing it with their followers.

## INSTAGRAM

2 posts  
4 stories  
179 accounts reached  
14 new followers

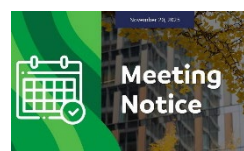


### TAKE-HOME MESSAGE

Our top post, which was a collaboration with California Sea Grant, celebrated "Fellow Friday" with our three fellows serving at the Council – Jonathan Huang, Vivian Sieu, and Irisanly Suarez-Romero. With relevant hashtags, photos, and quotes from all three fellows, this people-focused content received over 50 likes.

## FACEBOOK

6 updates  
254 page visits  
0 new followers



### TAKE-HOME MESSAGE

Our most viewed post on Facebook promoted the November 20 Council meeting. The caption provided a brief overview of key agenda items, location details, and a link to the meeting notice.



## WEBSITE

### Total visitors

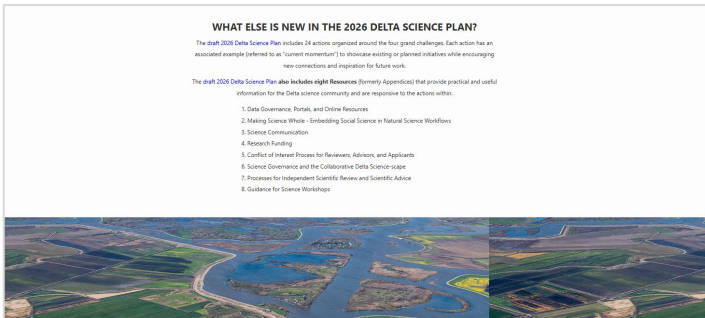
7.3k

### Average time spent on site

7 minutes

Web pages that were updated this month included:

- Council Meetings,
- Delta ISB Meetings,
- Executive Team,
- Peer Reviews,
- Covered Actions,
- Events, and
- Delta Science Plan.



## POPULAR WEB PAGES THIS MONTH

### Events

N/A users

### Council Meetings

N/A users

### Outgoing Correspondence

N/A users

## VIEWERSHIP BY DEVICE

In a sampling of 7,346 users this month...

### Desktop

97 % or 7,144 users

### Mobile

2 % or 197 users

### Tablet

1 % or 5 users

## EMAIL ANNOUNCEMENTS

### Total listserv email announcements sent

10

### Average open rate

40 %

### Average click rate

7 %

### Net new subscribers

+10

### Total subscribers

3,037

## HIGHEST OPEN & CLICK RATE

### Promotion of November 2025 Meetings

46 % of recipients opened, or 1,039 subscribers

13 % of recipients clicked, or 288 subscribers

## MEETING WEBCASTS

### November 12 Delta ISB Meeting

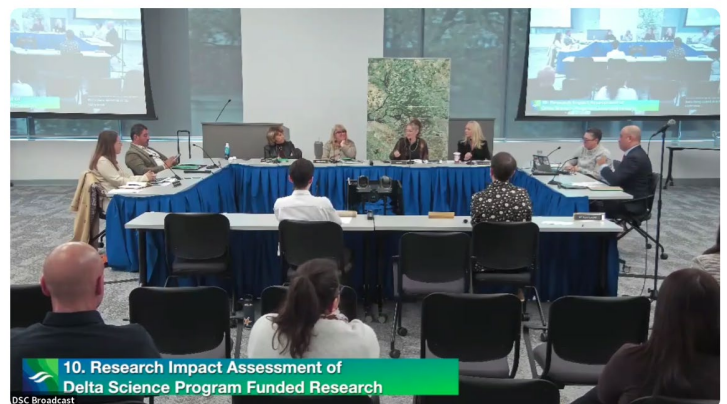
Live views: 32

Archive views: 46

### November 20 Council Meeting

Live views: 44

Archive views: 38



Live views include all real-time viewers via AdminMonitor, YouTube, and/or Zoom, including internal staff and external viewers.

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