



LINKEDIN

20 updates
117 page views
37 new followers

TAKE-HOME MESSAGE

This month's most-liked and clicked post announced the Governor's appointment of Rachel Wigginton to the Council as special assistant for planning and science. The caption included a quote from Executive Officer Jessica R. Pearson, tagging both her and Rachel's accounts. It included relevant hashtags, a bright visual, and a link to the news release. More than 65 accounts liked the post, and the link was clicked more than 95 times.



FEATURED CONTENT

- Events: Council and Delta Independent Science Board meetings, our Delta Science Program's independent scientific peer review public meeting, National Heritage Area Passport kickoff, National Invasive Species Awareness Week, National Engineers Day, Black History Month, our Blue Carbon Symposium co-hosted with the UC Davis' Coastal and Marine Sciences Institute, International Day of Women and Girls in Science, and the UC Davis Environmental Policy and Management's Environmental Employer Showcase
Other: Appointment of Susan Eggman and reappointments of Chair Lee and Councilmembers Patterson and Mehranian; 2025 Adaptive Management Forum Summary; Justice, Equity, Diversity, and Inclusion Officer Jamari Robinson's presentation at the California Natural Resources Agency's Black History Month career event, "Level Up - Opportunities for Career Advancement in State Service"

X

10 tweets
0 new followers



TAKE-HOME MESSAGE

Our most viewed tweet was scheduled to post 15 minutes before the February Council meeting. It included the Zoom link for the meeting and instructions for contacting staff if any technical issues occurred. The post reached more than 350 accounts.

INSTAGRAM

6 posts
14 stories
17 accounts reached
12 new followers



TAKE-HOME MESSAGE

Our top post celebrated the International Day of Women and Girls in Science on February 11. The post included a photo of Delta Lead Scientist Dr. Lisamarie Windham-Myers wearing a shirt that says, "Girls just wanna have funding for scientific research." The caption included a quote from Dr. Windham-Myers, encouraging readers to visit our research funding and fellowships web page to learn how the Council supports science.

FACEBOOK

5 updates
65 page visits
12 new followers



TAKE-HOME MESSAGE

Our top post promoted the Council meeting, featuring a graphic highlighting the hearing component. The caption included information about the hearing topic, tagged the California Department of Water Resources' account, and provided a link to the meeting notice.



## WEBSITE

### Total visitors

6.9k

### Average time spent on site

6 minutes

Web pages that were updated this month included:

- News Releases,
- Council Meetings,
- Delta ISB Meetings,
- Executive Team,
- Council Members,
- Adaptive Management,
- Scientific Peer Reviews, and
- Events.



## POPULAR WEB PAGES THIS MONTH

### Public Participation

5,974 users

### Delta Plan Interagency Implementation Committee Meetings

4,899 users

### Delta Adapts

2,201 users

## VIEWERSHIP BY DEVICE

In a sampling of 6,899 users this month...

### Desktop

93 % or 6,379 users

### Mobile

6 % or 501 users

### Tablet

1 % or 19 users

## EMAIL ANNOUNCEMENTS

### Total listserv email announcements sent

9

### Average open rate

38 %

### Average click rate

4 %

### Net new subscribers

54

### Total subscribers

3,085

## HIGHEST OPEN RATE

### Registration Open:

### Accounting for Blue Carbon in the Bay-Delta

40 % of recipients opened, or 931 subscribers

## HIGHEST CLICK RATE

### Council Welcomes New Board Member, Along With the Reappointments of Chair and Two Members

8 % of recipients clicked, or 186 subscribers

## MEETING WEBCASTS

### February 18 Delta ISB Meeting

Live views: 77

Archive views: 27

### February 26-27 Council Meeting

#### Day One:

Live views: 405

Archive views: 154

#### Day Two:

Live views: 421

Archive views: 56

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

The archive view count was compiled from Admin Monitor and YouTube as of March 3, 2026.

On average, Delta ISB meetings receive 51 archive views, and Council meetings receive 52 archive views.