



LINKEDIN

10 updates
104 page views
19 new followers

TAKE-HOME MESSAGE

Our top post celebrated the career of former staff member Dr. Steven Culberson, who retired at the beginning of June. The post gave a broad overview of his career, including his time as the Interagency Ecological Program's Lead Scientist, along with a relevant hashtag and graphic. The post received more than 50 likes, and five commenters shared good wishes and memories of working with Steve.

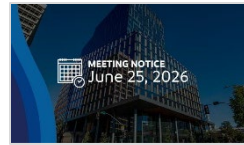


FEATURED CONTENT

- **Events:** Council and Delta Independent Science Board meetings, Juneteenth observation, Interweaving Tribal Knowledge Roundtable Series
- **Other:** Senate confirmations of Chair Julie Lee and Councilmember Ann Patterson, California Salmon Strategy release announcement from the Governor that included the Council as a contributing partner, posts welcoming the Council's Justice, Equity, Diversity, and Inclusion Fellow Leonardo Llubes, and Delta ISB Post-Doctoral Scholar Dr. Anika Agrawal, a call for nominations for the new Friends of the San Francisco Estuary's Creative Environmental Awards and Outstanding Environmental Project Awards being presented at the Bay-Delta Science Conference this fall

X

7 tweets
-5 new followers



TAKE-HOME MESSAGE

Our most-viewed tweet promoted the June Council meeting. The caption included a brief overview of agenda items, relevant hashtags and emojis, and a link to the meeting notice.

INSTAGRAM

5 posts
9 stories
1.6k accounts reached
28 new followers

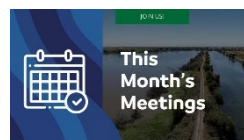


TAKE-HOME MESSAGE

Our top post was a 35-second video from Special Assistant for Planning and Science Dr. Rachel Wigginton promoting the June 18 Delta Plan Interagency Implementation Committee's Restoration Subcommittee meeting and the Delta Restoration Forum. The engaging video, which was conversational and included video footage from our partners at the California Department of Water Resources, was viewed over 1,800 times, earning 98 likes and 31 shares.

FACEBOOK

2 updates
265 page visits
3 new followers



TAKE-HOME MESSAGE

Our most-liked post promoted June's public meetings. The caption included dates for the DPIIC's Restoration Subcommittee Meeting and the Council meeting, and noted that meeting notices would be made available 10 days prior to each meeting on the Council's events web page.



WEBSITE

Total visitors

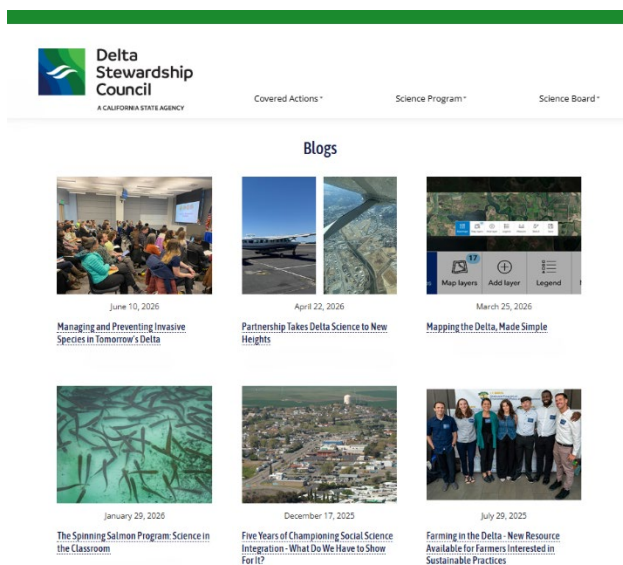
7.9k

Average time spent on site

4.5 minutes

Web pages that were updated this month included:

- Council Meetings,
- Delta ISB Meetings,
- Tribal Engagement
- Adaptive Management,
- Events, and
- Blogs.



POPULAR WEB PAGES THIS MONTH

N/A

VIEWERSHIP BY DEVICE

In a sampling of 7,827 users this month...

Desktop

93 % or 7,276 users

Mobile

6 % or 543 users

Tablet

1 % or 8 users

EMAIL ANNOUNCEMENTS

Total listserv email announcements sent

8

Average open rate

41 %

Average click rate

4 %

Net new subscribers

2

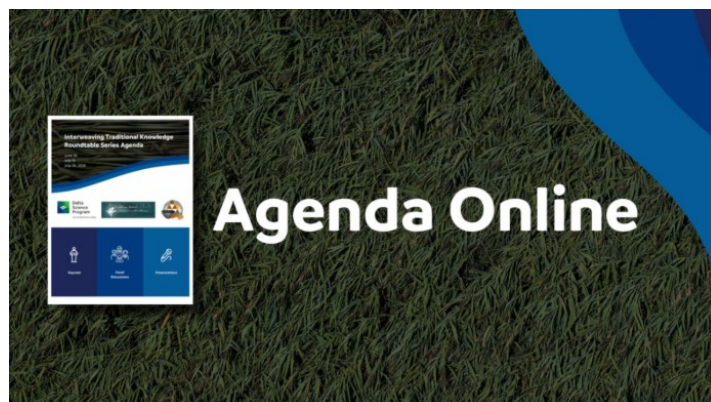
Total subscribers

3,147

HIGHEST OPEN RATE

Agenda Online: Interweaving Traditional Knowledge Roundtable Series

50 % of recipients opened, or 1,143 subscribers



HIGHEST CLICK RATE

Notice of June 25 Council Meeting

7 % of recipients clicked, or 169 subscribers

MEETING WEBCASTS

June 25 Council Meeting

Live views: 28

Archive views: 55

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 July 7.

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