



LINKEDIN

11 updates *(average)*
137 page views *(above average)*
32 new followers *(above average)*

TAKE-HOME MESSAGE

Our top post celebrated the release of our Delta Science Program's 2026 Delta Science Plan with an upbeat 38-second video of the document arriving at the California Natural Resources Agency building. The caption included an overview of the 2026 iteration and a quote from Delta Lead Scientist Dr. Lisamarie Windham-Myers, who was also tagged. This post had more than 170 link clicks, 50 reactions, and 10 shares!



FEATURED CONTENT

- **Events:** Delta Stewardship Council, Delta Plan Interagency Implementation Committee, and Delta Independent Science Board meetings; 2026 Bay-Delta Science Conference; registration for the public launch of the University of California Office of the President's Collaboratory for Equity in Water Allocation (COEQWAL) on September 3; a save-the-date for the Sacramento-San Joaquin Delta Conservancy's annual Sherman Island cleanup on September 21
- **Other:** Hiring news for vacancies for a deputy executive officer for science and a contract & grant analyst

X

8 tweets *(below average)*
0 new followers *(average)*



TAKE-HOME MESSAGE

Our most-viewed tweet supported the launch event for COEQWAL, a new resource offering accessible online tools to envision more equitable solutions to California's water needs. This collaboration began under the leadership of former Delta Lead Scientist Dr. Laurel Larsen. Dr. Windham-Myers was invited to provide the opening remarks at the event.

INSTAGRAM

1 post *(average)*
7 stories *(above average)*
1.6k accounts reached *(three times our average!)*
21 new followers *(average)*



TAKE-HOME MESSAGE

Our top post, which reached over 1,400 accounts, also celebrated the release of the 2026 Delta Science Plan. On Instagram, the video received more than 2,000 views, 120 likes, and 35 shares! These numbers reflect this audience's interest in fun, short-form video content.

FACEBOOK

6 updates *(above average)*
343 page visits *(above average)*
2 new followers *(average)*



TAKE-HOME MESSAGE

Our most-liked post promoted the release of the 2026 Delta Science Plan. This caption included an overview of what the Delta Science Plan offers, along with a link to view the document.



WEBSITE

Total visitors

10k *(above average)*

Average time spent on site

1.5 minutes *(below average)*

Web pages that were updated this month included:

- AB1511: Diverse, Ethnic, and Community Media,
- Bay-Delta Science Conference,
- Delta Science Plan,
- About the Delta Conveyance Project,
- Council Meetings,
- Delta ISB Meetings, and
- Events.

AB1511: Diverse, Ethnic, and Community Media

Pursuant to the requirements of Assembly Bill 1511 (AB 1511), Chapter 352, Statutes of 2024, state agencies, and departments that expend funds on marketing, advertising, or outreach are to develop a strategic plan aimed at increasing their investments in ethnic and community media outlets that serve California's priority populations.

The full text of AB 1511 may be found here: [AB 1511](#).

Delta Stewardship Council - Diverse, Ethnic, and Community Media Report

POPULAR WEB PAGES THIS MONTH

Events Calendar

About the Council

Council Meetings

VIEWERSHIP BY DEVICE

In a sampling of 10,403 users this month...

Desktop

97 % or 10,146 users

Mobile

2 % or 246 users

Tablet

1 % or 11 users

EMAIL ANNOUNCEMENTS

Total listserv email announcements sent

10 *(average)*

Average open rate

38 % *(average)*

Average click rate

3 % *(average)*

Net new subscribers

-7 *(below average)*

Total subscribers

3,143

HIGHEST OPEN & CLICK RATE

Now Online:

2026 Bay-Delta Science Conference Program

44 % of recipients opened, or 1,015 subscribers

6 % of recipients clicked, or 136 subscribers



MEETING WEBCASTS

August 17 Delta ISB Meeting

Live views: 53

Archive views: 51

August 27 Council Meeting

Live views: 44

Archive views: 58

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 August 31.

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