Delta Stewardship Council
A CALIFORNIA STATE AGENCY

Agenda Item:6
Outreach Highlights Report
October 2026

LINKEDIN

16 updates *(above average)*
207 page views *(above average)*
56 new followers *(above average)*

TAKE-HOME MESSAGE
The top post celebrated our Delta Science Program's Dr. Maggie Christman, who was recently promoted to deputy executive officer for science. In addition to an overview of the role, the caption included quotes from Maggie and Chief Deputy Executive Officer Ryan Stanbra. The post has been liked by more than 40 people, with seven commentators joining in congratulating Maggie.



FEATURED CONTENT

- **Events**: 2026 Bay-Delta Science Conference reflections, the California Council on Science and Technology's Science Day at the California Natural Resources Agency, Flood Preparedness Week
- **Other**: An equity and engagement specialist job opportunity, recruitment for the next Delta lead scientist, the release of the Governor's Office of Land Use and Climate Innovation's California's Fifth Climate Change Assessment and its first Sacramento-San Joaquin Delta-focused report, a new issue of San Francisco Estuary and Watershed Science

X

6 tweets *(average)*
-2 new followers *(average)*



TAKE-HOME MESSAGE
Our most-shared tweet announced the Delta-focused report that was released as part of California's Fifth Climate Change Assessment. The Council led the report in partnership with the Delta Conservancy and Delta Protection Commission.

INSTAGRAM

4 posts *(average)*
10 stories *(above average)*
575 accounts reached *(average)*
19 new followers *(above average)*



TAKE-HOME MESSAGE
Our top post on this platform also celebrated the release of California's Fifth Climate Change Assessment and spotlighted the first Delta-focused report included with the assessment. The caption included a quote from Chair Julie Lee highlighting the growing awareness of the Delta's importance to California.

FACEBOOK

4 updates *(above average)*
154 page visits *(average)*
1 new follower *(average)*



TAKE-HOME MESSAGE
Our most-viewed post was part of a "Myth vs. Fact" series that highlighted the myth that the Council approves projects in the Delta. The post then states the fact that the Council reviews projects that have been appealed as inconsistent with the Delta Plan.

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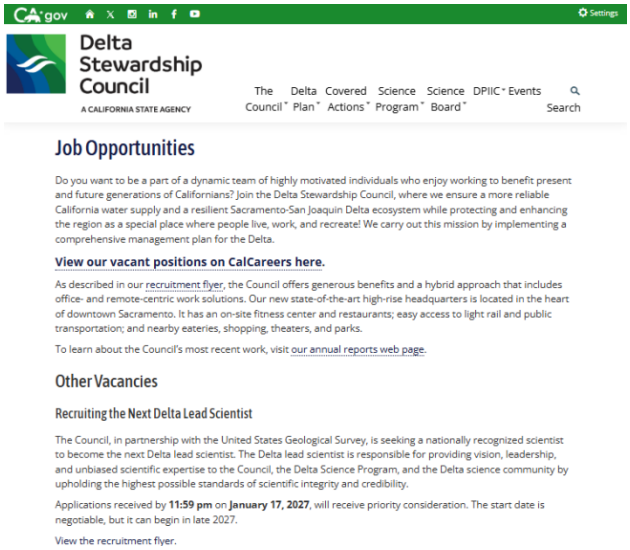
October 2026

WEBSITE

Total visitors
19k *(above average)*
Average time spent on site
1 minute *(below average)*

Web pages that were updated this month included:

- Job Opportunities,
- Executive Team,
- Council Meetings,
- Delta Plan Interagency Implementation Committee Meetings,
- Delta ISB Meetings, and
- Events.



POPULAR WEB PAGES THIS MONTH

Events Calendar
About the Council
Council Meetings

VIEWERSHIP BY DEVICE

In a sampling of 19,127 users this month…

Desktop
97 % or 18,734 users
Mobile
2 % or 383 users
Tablet
1 % or 10 users

EMAIL ANNOUNCEMENTS

Total listserv email announcements sent
14 *(above average)*
Average open rate
36 % *(average)*
Average click rate
4 % (*average)*
Net new subscribers
12 *(average)*
Total subscribers
3,151

HIGHEST OPEN & CLICK RATE

Notice of October 15 Council Meeting and Hearing
46 % of recipients opened, or 1,029 subscribers
9 % of recipients clicked, or 204 subscribers



MEETING WEBCASTS

October 1 Delta ISB Meeting
Live views: 61
Archive views: 98
October 15 Council Meeting
Live views: 202
Archive views: 91

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 November 3.

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