Delta Stewardship Council
A CALIFORNIA STATE AGENCY

Agenda Item: 6
Outreach Highlights Report
September 2026

LINKEDIN

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

TAKE-HOME MESSAGE
Our top post was a wrap-up post following the 2026 Bay-Delta Science Conference, hosted by the Delta Stewardship Council and the United States Geological Survey. The caption thanked and tagged all 25+ conference sponsors and included relevant emojis. It also included 20 photos from throughout the three-day event, ranging from plenary speakers to attendee selfies. The post received over 40 likes.



FEATURED CONTENT

- **Events**: Council, Delta Plan Interagency Implementation Committee, and Delta Independent Science Board meetings; 2026 Bay-Delta Science Conference session recommendations and panel highlights, plus awards given during the conference; Delta Week; California Native American Day at the State Capitol; Delta Lead Scientist Dr. Lisamarie Windham-Myers providing opening remarks at the Collaboratory for Equity in Water Allocation (COEQWAL) launch event
- **Other**: Executive Officer Jessica R. Pearson's blog on 15 years of Delta Reform, Dr. Janet Thompson receiving the 2026 Brown-Nichols Science Award, the release of the Delta Science Program's inaugural Research Impact Report

X

10 tweets *(average)*
-1 new followers *(average)*



TAKE-HOME MESSAGE
Our most-liked tweet also celebrated the conclusion of the 2026 Bay-Delta Science Conference. This platform allows four pictures on each post, so photos of Chair Julie Lee, Dr. Lisamarie Windham-Myers, a quilt from the science and art exhibit reading "Science is for Everyone," and a selfie of former and current Council staff were selected for this post.

INSTAGRAM

4 posts *(average)*
10 stories *(above average)*
597 accounts reached *(average)*
32 new followers *(above average)*



TAKE-HOME MESSAGE
Our top post on this platform also recapped the 2026 Bay-Delta Science Conference. The carousel of 20 photos featured current and former Council staff, art and posters, presenters, plenary speakers, and attendees. This post was viewed over 650 times and received nearly 50 likes.

FACEBOOK

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



TAKE-HOME MESSAGE
Our most-viewed post promoted the October 1 Delta ISB meeting and tour of Locke, CA. The caption highlighted Locke's status as the largest and most complete example of a rural agricultural Chinese American community in the United States, and included an overview of the agenda items for the formal meeting.

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WEBSITE

Total visitors
9.6k *(above average)*
Average time spent on site
1.5 minutes *(below average)*

Web pages that were updated this month included:

- Certification of Consistency with the Delta Plan: Delta Conveyance Project,
- Brown-Nichols Science Award,
- Delta ISB Members,
- Delta ISB Products,
- Delta Plan Interagency Implementation Committee Meetings,
- Council Meetings,
- Delta ISB Meetings,
- Events, and
- Blogs.



POPULAR WEB PAGES THIS MONTH

Events Calendar
About the Council
News Releases

VIEWERSHIP BY DEVICE

In a sampling of 9,652 users this month…

Desktop
95 % or 9,250 users
Mobile
4 % or 390 users
Tablet
1 % or 12 users

EMAIL ANNOUNCEMENTS

Total listserv email announcements sent
14 *(above average)*
Average open rate
36 % *(average)*
Average click rate
2 % (*average)*
Net new subscribers
-5 *(below average)*
Total subscribers
3,138

HIGHEST OPEN RATE

Public Comments Wanted: Draft Prospectus for Nature-Based Solutions Review
40 % of recipients opened, or 904 subscribers

HIGHEST CLICK RATE

New Blog – 15 Years of Delta Reform: Building the Foundations for Future Success
4 % of recipients clicked, or 90 subscribers

MEETING WEBCASTS

September 17 Delta ISB Meeting
Live views: 15
Archive views: 66
September 24 Council Meeting
Live views: 29
Archive views: 91
September 29 Delta Plan Interagency Implementation Committee Meeting
Live views: 10
Archive views: 47

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 September 30.

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