



TWITTER

By the numbers...

71 tweets
504 profile visits
13 new followers

TAKE HOME MESSAGE

Social media this month continued to be a critical platform for the Delta Stewardship Council in amplifying the latest COVID-19 guidance and messages from California’s public health officials. In support of Governor Newsom’s “Wear a Mask” campaign and the California Natural Resources Agency’s #whyimask campaign, the Council this month featured Contract Analyst Sarah Ward’s motivation to wear a mask. The tweet was quickly retweeted by the Governor’s Office and 19 other accounts, earned 79 likes, and made 39.4K impressions! The Council’s communication team will continue to post similar messaging featuring staff as the state continues teleworking and mitigating the spread of COVID-19.

Top Tweet earned 34.9K impressions

"We mask because my son is a type one diabetic + could develop major complications if he contracted #COVID19," says our Contract Analyst Sarah Ward. 😊

"We do all we can to protect fragile immune systems, including his."

Like Sarah's family, #youractionssavelives.

#whyimask pic.twitter.com/33coPA4Xik



8 20 79

FEATURED CONTENT

- Live tweets from the July 13 Delta Plan Interagency Implementation Committee (DPIIC) meeting, July 23 Council meeting, and the July 28 Pre-Science Needs Assessment Workshop virtual discussion series session
- #Whyimask, CA Sea Grant State Fellowship Program application period, Science Action Agenda survey, performance measures dashboard update to include data from water year 2019, and Annika Keeley’s virtual North America Congress for Conservation Biology presentation
- Science Friday: Microplastics, harmful algal blooms, phytoplankton, and zooplankton

FACEBOOK

By the numbers...

19 posts
144 profile visits
9 new followers



TAKE HOME MESSAGE

Our top post, sharing Executive Officer Jessica R. Pearson’s #whyimask, reached 672 viewers and earned 105 reactions through three shares! This level of engagement confirms our Facebook audience’s interest in the faces of our agency as well as the power and share-worthiness of content that touches on timely, universal experiences.

INSTAGRAM

By the numbers...

10 posts
36 profile visits
3 new followers



TAKE HOME MESSAGE

Our most liked and commented on post this month featured Artist Elaine Bowers, who often shares watercolor paintings of the Delta through her Instagram, in celebration of #worldwatercolormonth. Engagement on this post confirms our audience’s interest in both the Delta as a place and the people whose work revolves around it. The communication team will continue to feature the many talents working in the Delta, tied to social media “holidays” as appropriate.

LINKEDIN

By the numbers...

3 posts
96 profile visits
11 new followers



TAKE HOME MESSAGE

Contract Analyst Sarah Ward’s #whyimask also earned top attention on LinkedIn this month, with 7 likes and 15 clicks to [covid19.ca.gov](https://www.covid19.ca.gov). This level of engagement on posts showcasing the inspirational leadership and activism of our agency’s staff solidifies LinkedIn as multi-faceted platform that benefits both agency culture and recruitment.

July 2020 Delta Stewardship Council Outreach Highlights Report

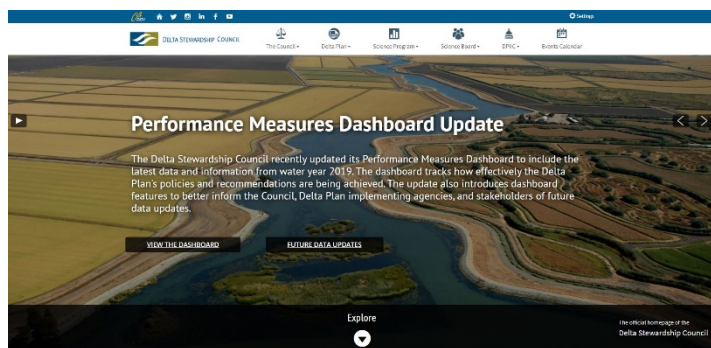


GOOGLE ANALYTICS

By the numbers...

6,334 pageviews
4,884 unique pageviews
Average time on page: 2 minutes, 18 seconds
49.77 % bounce rate
44.32 % exit rate

This month brought an opportunity for staff to collaboratively prepare updates to the Council's website, deltacouncil.ca.gov. These preparations relate to both rebranding and content and will begin to be implemented after August 27, 2020.



RE-OCCURRING HIGH-TRAFFIC WEB PAGES

- Homepage, Events Calendar, Council Meetings, About the Council, Councilmembers, Delta Plan, Delta Plan Amendments, About the Delta Science Program

POPULAR WEB PAGES THIS MONTH

- DPIIC Meetings
 - 256 pageviews, 191 unique views
- Delta Independent Science Board (Delta ISB) Meetings
 - 201 pageviews, 120 unique views

HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 1,577 users this month...

Device	Percentage of users	# of people
Desktop	86.1 %	1,358
Mobile	11.3 %	178
Tablet	2.6 %	41

LISTSERV

By the numbers...

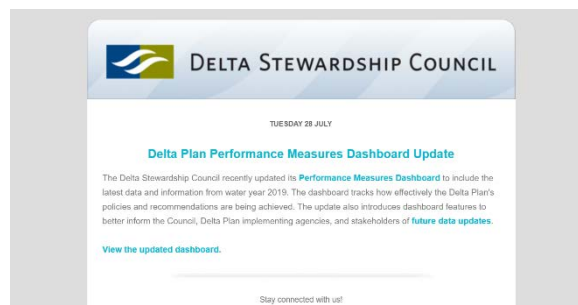
9 listservs sent
15.4 % open rate
1.5 % click rate
7 new subscribers
New subscriber monthly average: 7

HIGHEST OPEN RATE

- California WaterFix Record to Remain on Delta Stewardship Council Website
 - 17.2 % of subscribers opened, or 484 people

HIGHEST CLICK RATE

- Delta Plan Performance Measures Dashboard Update
 - 2.8 % of openers clicked, or 78 people



MEETING WEBCAST

By the numbers...

Three meetings: Delta ISB, DPIIC, and Council
Delta ISB meeting unique live / archive views: 13 / 15
DPIIC meeting unique live / archive views: 95 / N/A
Council meeting unique live / archive views: 80 / N/A

On average, each monthly Council meeting receives ~130 archived views.