



TWITTER

93 tweets

8,186 profile visits

46 new followers

TAKE HOME MESSAGE

This month, we gained more than twice as many followers as we gain in an average month. This can be attributed to a high volume of tweets. Our top tweet this month promoted a senior environmental scientist vacancy in our science-based adaptive management unit, which received retweets from numerous staff members who wrote positively about their experiences working at the Council.



10:44 AM · Oct 26, 2021 · Twitter Web App

FEATURED CONTENT

- **Events:** Monthly meetings; Delta Lead Scientist Ask Me Anything Instagram live; State of the Estuary Summit; environmental justice brown bag; Adapting Restoration for a Changing Climate Symposium; Delta Invasive Species Symposium; Data for Lunch, Animal Day
- **Social media holidays:** Water Professionals Appreciation Week, Indigenous Peoples Day, California Flood Prep Week, World Habitat and Animal Day
- **People:** New York Times article featuring Assistant Planning Director Harriet Ross, State Fellow Sarah Farnsworth's drought FAQ, Former State Fellow Tricia Lee returns to the Delta Science Program
- **Science Friday:** New Water Year, World Migratory Bird Day, sturgeon, Bat Week
- **Other:** Isleton fire, Delta Science Program's Assessment of the Delta Independent Science Board, Delta ISB seeks feedback on reviews, Zooplankton working group updates

FACEBOOK

29 posts

1,501 page reach

3 new followers

TAKE HOME MESSAGE

Our top Facebook post this month was in honor of Water Professionals Appreciation Week. The earned engagement on this post indicates our audience's ongoing interest in people-focused content. This post also used a hashtag. The communications team plans to incorporate more hashtags on Facebook posts moving forward.



INSTAGRAM

13 posts

33 stories

0 IGTV live

162 profile visits

29 new followers

TAKE HOME MESSAGE

This month, we saw the trend of increased followers and profile visits continue. Our top post highlighted the return of former State Fellow Tricia Lee to the Delta Science Program as a senior environmental scientist. As with our other platforms, the success of this post is in line with our audience's ongoing interest in people-focused content.



LINKEDIN

8 posts

132 profile visits

12 new followers

TAKE HOME MESSAGE

This month, we saw an increase in both followers and profile visits. Our top post by a large margin, as on Instagram, highlighted the return of Tricia Lee to the Delta Science Program. Personnel-focused posts that include tags consistently perform best on LinkedIn, as the platform is primarily career-focused.





WEBSITE

NA pageviews
NA unique pageviews
Average time on page: NA
NA % returning users

This month, our Google Analytics metrics were compromised. As a result, our data for this month is invalid. The communications and IT teams have resolved the issue for future months.

LISTSERV

14 listservs sent
19 % open rate
9 % click to open rate
23 new subscribers
New subscriber monthly average: 19

HIGHEST OPEN RATE

Notice of October Council Meeting
21 % of recipients opened or 512 people



HIGHEST CLICK TO OPEN RATE

Floodplain Science and Management Symposium
19 % of openers clicked or 86 people

MEETING WEBCASTS

October 18 DPIIC meeting
51 unique live views
65 archive views (includes DPIIC and the Council)
October 19 Delta ISB meeting
29 unique live views
39 archive views
October 28 Council meeting
41 unique live views
65 archive views (includes DPIIC and the Council)

On average, each monthly Council meeting receives 40 archived views.