



### TWITTER

92 tweets  
7,940 profile visits  
33 new followers

#### TAKE HOME MESSAGE

Our top tweet promoted Sr. Environmental Scientist Cory Copeland’s blog “Building Bridges with Science for Communities,” which introduced the Council’s Science for Communities Workshop. This tweet’s popularity can be attributed to staff engagement and promotion, as well as people-focused messaging.

**Top Tweet** earned 8,315 impressions  
“The #SciforCommunities Workshop exists to connect scientists and CBOs,” said @CoryCopelandH2O in his new #blog, “Building Bridges with Science for Communities.” 📸

“I’m confident this event will foster new connections and strengthen old ones.”

→ bit.ly/SciforCommunit...  
pic.twitter.com/dcig4YHpg0



#### FEATURED CONTENT

- **Events:** Council, Delta Independent Science Board, and Delta Plan Interagency Implementation Committee meetings; Interagency Ecological Program Workshop; Salinity Management Workshop; Delta Governance brown bag webinar; Delta Lead Scientist Instagram Live
- **People:** Councilmember and Delta ISB appointments/reappointment, Annie Merritt rejoins the Council, job opportunities
- **Celebrations:** World Engineering Day, International Women’s Day, World Water Day
- **Science Friday:** World Wildlife Day, water temperature and flow, Frontiers for Young Minds articles by staff
- **Other:** Delta ISB Monitoring Enterprise Review, Delta Science Program’s Delta ISB assessment, new Performance Measures web content and video, new issue of San Francisco Estuary and Watershed Science

### FACEBOOK

24 posts  
NA page reach  
4 new followers



#### TAKE HOME MESSAGE

Our top post was a Science Friday feature by California Sea Grant State Fellow Karen Gutierrez welcoming our new California Sea Grant state fellows to Council. The post benefited from the application of multiple hashtags, tagging organizations associated with our new fellows, and showing photos of our new fellows at work in labs and in the field.

### INSTAGRAM

15 posts  
17 stories  
2 videos  
125 profile visits  
16 new followers



#### TAKE HOME MESSAGE

Our top post announced former Council Chair Susan Tatayon’s retirement. Additionally, the post highlighted Julie Lee’s appointment and Frank Damrell Jr.’s reappointment to the Council. The post received likes from our partner agencies and the public, reflecting Instagram’s utility for community building and fostering connections.

### LINKEDIN

10 posts  
174 profile visits  
12 new followers



#### TAKE HOME MESSAGE

This month, we saw a 24 % increase in profile visits, likely driven by our three job postings. Our top post welcomed former fellow Annie Merritt back to the Council as an environmental scientist and received 55 reactions, which is well above average!



## WEBSITE

7,928 pageviews

6,345 unique pageviews

Average time on page: 2 minutes, 43 seconds

37 % returning users

The variety and breadth of content uploaded to our website this month spiked viewership by more than 2,400 pageviews compared to February. That content included but is not limited to meeting and event materials, webcast and recording links, news releases, a Delta ISB review, and Cory's blog.



## POPULAR WEB PAGES THIS MONTH

### Council Meetings

470 pageviews

352 unique views

### Events

417 pageviews

320 unique views

### Councilmembers

404 pageviews

344 unique views

## VIEWERSHIP BY DEVICE

In a sampling of 1,879 users this month...

### Desktop

82 % or 1,547 users

### Mobile

17 % or 317 users

### Tablet

1 % or 15 users

## LISTSERV

14 listservs sent

26 % open rate

9 % click to open rate

28 new subscribers

New subscriber monthly average: 14

## HIGHEST OPEN RATE

### Gov Newsom Appoints Julie Lee and Reappoints Judge Frank Damrell Jr to the Council

30 % of recipients opened or 742 people



## HIGHEST CLICK RATE

### Gov Newsom Appoints Julie Lee and Reappoints Judge Frank Damrell Jr to the Council

12 % of openers clicked or 87 people

## MEETING WEBCASTS

### March 9 Delta ISB Meeting

36 unique live views

25 archive views

### March 24 Council Meeting

81 live views

### March 28 DPIIC Meeting

24 unique live views

89 archive views (includes Council meeting)

On average, each monthly Council meeting receives 55 archived views.