



TWITTER

28 tweets
2,137 profile visits
-6 new followers

TAKE HOME MESSAGE

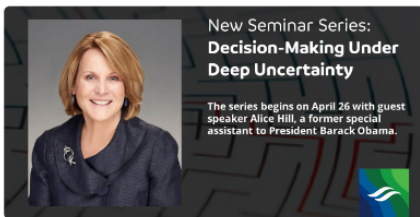
Our top tweet announced the Delta Independent Science Board’s seminar series on decision-making under deep uncertainty. It included event details, relevant handle tags, and a graphic with a photo of the speaker.

Top Tweet earned 1,195 impressions

The Delta Independent Science Board is launching a new [#seminarseries](#) on decision-making under deep uncertainty.

The series begins on April 26 with guest speaker [@Alice_C_Hill](#), a former special assistant to President [@BarackObama](#).

Read the flyer → bit.ly/40XF287.
pic.twitter.com/63dPEpZASe



It’s also worth noting that our follower growth continues to be negative. This can be attributed to users’ concerns with changes associated with Twitter, not the Council’s content. Additionally and also due to platform-wide changes, the Council lost its blue checkmark, which had signified our account as verified. The communications team will monitor the platform accordingly to take appropriate action.

FEATURED CONTENT

- **Events:** Council meeting, Delta ISB, and Delta Plan Interagency Implementation Committee meetings; Adaptive Management Forum registration
- **#DeltaScienceSpot:** Outgoing and incoming Delta Science Spot authors, remote sensing
- **Other:** Earth Day edition of Delta Breeze newsletter

INSTAGRAM

3 posts
6 stories
431 accounts reached
21 new followers



TAKE HOME MESSAGE

Our top post thanked the outgoing California Sea Grant state fellows who authored content for the

Delta Science Spot series. It also introduced the incoming fellows who have joined the Delta Science Spot team. The post included photos of each fellow and described what they look forward to learning and writing about as Delta Science Spot contributors. After posting, the communications team shared three interactive stories, one of which was shared by California Sea Grant’s account.

Also worth noting is our follower growth. Our agency and others are seeing heightened growth and engagement on platforms like Instagram and Facebook as some users walk away from Twitter.

LINKEDIN

2 updates
87 page views
10 new followers



TAKE HOME MESSAGE

Our top update announced our HR manager vacancy. The post included position details, relevant hashtags, an eye-catching GIF, and linked to the CalCareers job post.

FACEBOOK

4 posts
1 new follower



TAKE HOME MESSAGE

Our top post gave notice of the Council’s April meeting. It promoted the Tribal listening session, updates from new Delta Watermaster Jay Ziegler and CA Department of Water Resources staff, and more.



WEBSITE

23,618 pageviews
5,595 unique pageviews
Average time on page: 37 seconds

For the second month in a row, the Council's news releases web page earned top attention. Announcements that were published on this web page ahead of or during April include Dr. Inge Werner becoming the Delta ISB's chair-elect and former California State Senator Ben Hueso's appointment to the Council. The communications team will continue linking to this web page in the appropriate outreach materials.

Other web pages that were updated this month were: Delta Breeze newsletter; events calendar; and Council, Delta ISB, and DPIIC meetings.

News Releases

The Delta Stewardship Council's External Affairs Division articulates the agency's position on mission-related issues, serves as liaison to the media, and publishes news releases as necessary.

Media representatives seeking information about the Council's mission and activities, or to arrange an interview with councilmembers or executive leadership, should email media@deltacouncil.ca.gov.

Access to news releases published prior to July 2019 may be requested via archives@deltacouncil.ca.gov.

- Assembly Appoints Maria Mehanian to the Council - May 4, 2023
- Former California State Senator Ben Hueso Appointed to the Council - April 27, 2023
- Delta Independent Science Board Names Dr. Inge Werner Chair-Elect - March 29, 2023

POPULAR WEB PAGES THIS MONTH

News Releases
3,524 pageviews
52 unique views

Events
3,301 pageviews
358 unique views

Council Meetings
2,465 pageviews
345 unique views

VIEWERSHIP BY DEVICE

In a sampling of 1,661 users this month...

Desktop
84 % or 1,401 users

Mobile
15 % or 251 users

Tablet
1 % or 9 users

LISTSERV

9 listservs sent
27 % open rate
2 % click rate
11 new subscribers
New subscriber monthly average: -1

HIGHEST OPEN RATE

New Seminar Series:
Decision-Making Under Deep Uncertainty
29 % of recipients opened, or 707 subscribers

HIGHEST LINK CLICK RATE

Registration Open:
Adaptive Management Forum
3 % of recipients clicked, or 71 subscribers



Delta ISB Launches New Seminar Series on Decision-Making Under Deep Uncertainty

The series will kick off on April 26 with guest speaker Alice Hill, a former special assistant to President Barack Obama.



MEETING WEBCASTS

April 26 Delta ISB Meeting
Live views: 18
Archive views: 62

April 27 Council Meeting
Live views: 41
Archive views: 124

On average, Delta ISB meetings receive 49 archive views. On average, Council meetings receive 69 archive views.