



## TWITTER/X

43 tweets  
8,600 impressions  
-6 new followers

### TAKE HOME MESSAGE

Our top tweet, part of our Delta Science Spot series, was written about the Interagency Ecological Program’s (IEP) monitoring efforts in the Bay-Delta. The tweet included relevant hashtags, handles, and images, and linked to more information about the IEP’s monitoring programs. It was retweeted by several accounts, including IEP Lead Scientist Dr. Steve Culberson and California Sea Grant.



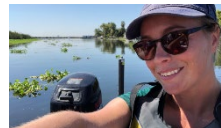
### FEATURED CONTENT

- **Events:** Council and Delta Independent Science Board (ISB) meetings, the ISB’s decision-making under deep uncertainty seminar series, California Native American Day, the ISB’s upcoming subsidence and food web workshops, and Delta Restoration Forum registration
- **People:** Spotlights on Council Clerk Emma Askea and Delta Science Communication Fellow Eva Sideris
- **#DeltaScienceSpot:** International Microorganism Day, the Delta Science Tracker as a hub for Bay-Delta science
- **Other:** California Court of Appeal dismissal of the last remaining appeal challenging the Delta Plan, “Meet the Delta’s State Agencies” information sheet

## INSTAGRAM

4 posts  
7 stories  
431 accounts reached  
11 new followers

### TAKE-HOME MESSAGE



Our post with the greatest reach (208 users) was part of the Delta Science Spot series. The post was written by Sr. Environmental Scientist Lynn Takata and pointed readers to the Delta Science Tracker, giving them a preview of its data and resources. The communications team posted one story to promote this content.

## LINKEDIN

7 updates  
142 page views  
10 new followers

### TAKE-HOME MESSAGE



Our top update called for applicants for the Delta lead scientist position. The post provided an overview of the role and linked readers/prospective applicants to the recruitment flyer. It tagged relevant accounts (including the U.S. Geological Survey) and received nearly 10,000 impressions as a result of paid promotion to boost the post’s reach.

## FACEBOOK

6 posts  
2 shared posts  
2 new followers

### TAKE-HOME MESSAGE



Our post with the greatest reach (157 users) announced that the California Court of Appeal had dismissed the remaining appeal challenging the Delta Plan. The post included quotes from the Council’s chair and executive officer and linked to a news release where readers could learn more.



## WEBSITE

### Highest viewership area

Sacramento: 314 users

### Second-highest viewership area

Bay Area: 122 users

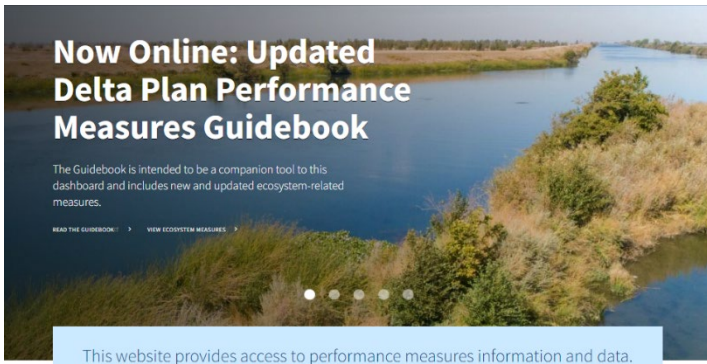
### Third-highest viewership area

Los Angeles: 53 users

Web pages updated this month include:

- Council meetings,
- Delta ISB meetings,
- Events calendar,
- News releases, and
- Research solicitations.

New content, including an updated version of the Performance Measures (PM) Guidebook, was also uploaded to the PM dashboard.



## POPULAR WEB PAGES THIS MONTH

### About the Council

595 users

### The Delta Plan

194 users

### Events

162 users

## VIEWERSHIP BY DEVICE

In a sampling of 1,629 users this month...

### Desktop

82 % or 1,346 users

### Mobile

17 % or 276 users

### Tablet

1 % or 7 users

## LISTSERV ANNOUNCEMENTS

9 listservs sent

29 % open rate

3 % click rate

19 new subscribers

## HIGHEST OPEN RATE

### Notice of October 4

### Delta Lead Scientist Interview Panel Meeting

38 % of recipients opened, or 904 subscribers



## HIGHEST LINK CLICK RATE

### California Court Dismisses Last Remaining Lawsuit Against the State's Delta Plan

4 % of recipients clicked, or 96 subscribers



## MEETING WEBCASTS

### September 14 Delta ISB Meeting

Live views: 38

Archive views: 11

### September 28 Council Meeting

Live views: 36

Archive views: 41

On average, Delta ISB meetings receive 50 archive views. On average, Council meetings receive 70 archive views.