



TWITTER/X

43 tweets
7,026 impressions
-5 new followers

TAKE HOME MESSAGE

Our top tweet announced the appointments of Dr. Lisamarie Windham-Myers as Delta lead scientist for a limited term, and Dr. Kenneth Rose to the Delta Independent Science Board. The tweet included relevant hashtags, handle tags, and portraits of both appointees.



FEATURED CONTENT

- **People:** Remembering Phil Isenberg, Senior Environmental Scientist Xoco Shinbrot new hire spotlight, Environmental Scientist Annie Merritt’s “Delta, Delta, Delta” Halloween costume,
- **Events:** Council and Delta Independent Science Board (ISB) meetings, registration for Delta Invasive Species Symposium, Decision-Making Under Deep Uncertainty seminar series, CA Water Professionals Week
- **#DeltaScienceSpot:** Water Temperature Modeling Platform peer review findings, Imagine a Day Without Water, Delta smelt research, the history of grizzly bears in the Delta
- **Other:** New blog “The Delta Plan Interagency Implementation Committee: A Decade of Progress and Partnership with More to Come,” Delta Levees Investment Strategy rulemaking completion, extended due date for research proposal solicitation survey

INSTAGRAM

9 posts
20 stories
543 accounts reached
17 new followers



TAKE-HOME MESSAGE

Our post with the greatest reach (193 users) was part of the Delta Science Spot series. The post was written by California Sea Grant Fellow Sam Pyros, and talked about the California Grizzly bear, which once numbered thousands in California (including the Sacramento-San Joaquin Delta!) but is now extinct.

LINKEDIN

7 updates
163 page views
26 new followers



TAKE-HOME MESSAGE

Our top update reflected on the passing of former Council Chair Phil Isenberg. The post garnered more than two dozen reactions from readers, which can be attributed to the immeasurable impact Phil Isenberg had on mentees and colleagues throughout his career.

FACEBOOK

6 posts
2 shared posts
2 new followers



TAKE-HOME MESSAGE

Our post with the greatest engagement (127 reactions, comments, shares, clicks) shared Annie Merritt’s Halloween costume – Delta, Delta, Delta: The Delta’s “sister” agencies. This level of engagement demonstrates our audience’s interest in content that is people-centric, tied to a current event, and embraces humor.



WEBSITE

Highest viewership area

Sacramento Area: 441 users

Second-highest viewership area

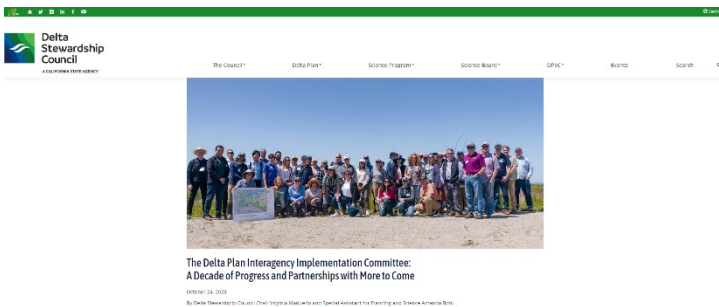
Bay Area: 148 users

Third-highest viewership area

Los Angeles Area: 96 users

Web pages updated this month include:

- Council meetings,
- Delta ISB meetings,
- Events calendar,
- Blog archive,
- Lead scientist,
- Delta ISB members,
- News releases,
- Peer review,
- Research solicitations, and
- Job opportunities.



POPULAR WEB PAGES THIS MONTH

The Delta Plan

228 users

Events

190 users

Council Meetings

186 users

VIEWERSHIP BY DEVICE

In a sampling of 1,906 users this month...

Desktop

85 % or 1,610 users

Mobile

14 % or 284 users

Tablet

1 % or 12 users

LISTSERV ANNOUNCEMENTS

13 listservs sent

33 % open rate

2 % click rate

14 new subscribers

HIGHEST OPEN RATE

Registration Open:

2023 Delta Invasive Species Symposium

41 % of recipients opened, or 990 subscribers



Delta Invasive Species Symposium

Making Connections: Understanding Connectivity in an Invaded Estuary

11/30/2023

HIGHEST LINK CLICK RATE

Council Appoints a Delta Lead Scientist in a Limited Term and a Delta ISB Member

4 % of recipients clicked, or 96 subscribers



MEETING WEBCASTS

October 19-20 Delta ISB Meeting

Live views: 32

Archive views: 58

October 26 Council Meeting

Live views: 24

Archive views: 61

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