



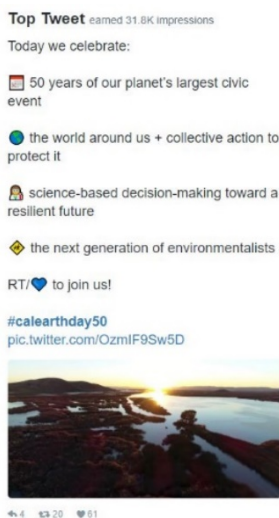
## TWITTER

By the numbers...

117 tweets
1,682 profile visits
40 new followers

### TAKE HOME MESSAGE

Exposure of the Council’s Twitter account was amplified this month as original content earned high-profile attention from accounts including the Office of Governor Gavin Newsom. During this unprecedented time, thoughtful messaging accompanied by video clips earned top attention. As we continue teleworking toward our mission, this type of scroll-stopping content is more critical than ever in communicating with and engaging our ever-growing following.



### FEATURED CONTENT

- Live tweets from the virtual April Council meeting
- A video message from Executive Officer Jessica Pearson, announcement of Dr. Laurel Larsen as the next lead scientist, welcome to Councilmember Daniel Zingale and new Delta Science Program staff / California Sea Grant state fellows, Science Needs Assessment Workshop virtual discussion series, citizen science month, and the California Census
- 50<sup>th</sup> anniversary of Earth Day, in coordination with week-long efforts led by the California Natural Resources Agency (including Dylan Stern’s participation in its “Ted Talk” video series)
- Science Friday: Earth Day, Sacramento-San Joaquin Delta flowers, social science, and striped bass

## FACEBOOK

By the numbers...

24 posts
130 profile visits
0 new followers



### TAKE HOME MESSAGE

Our top post, a Science Friday takeover by Sr. Environmental Scientist Lynn Takata, reached 285 viewers. This post featured a “species spotlight” on striped bass. It also included a photo of Lynn safely enjoying the outdoors while wearing a mask in support of the latest state and local COVID-19 guidance.

## INSTAGRAM

By the numbers...

14 posts
48 profile visits
0 new followers



### TAKE HOME MESSAGE

An introduction of California Sea Grant State Fellow Cheryl Patel earned 59 likes, six comments, and one share this month. This level of engagement reinforces that high-quality portraits paired with timely and meaningful responses to comments boost and encourage a post’s engagement.

## LINKEDIN

By the numbers...

16 posts
142 profile visits
6 new followers



### TAKE HOME MESSAGE

An introduction of Henry DeBey as the Delta Science Program Manager of the Collaborative Science and Peer Review unit was our top LinkedIn post this month, earning 277 impressions and nine likes! Attention earned on this post – describing Henry’s background and interests – reflects the welcoming and warm community the Council has gathered on this platform over the past few years.

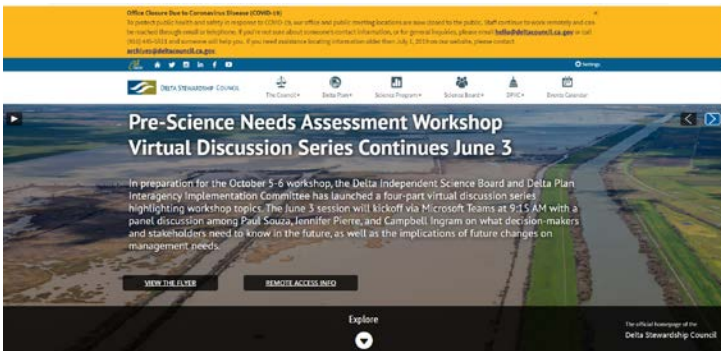


## GOOGLE ANALYTICS

By the numbers...

8,310 pageviews
6,089 unique pageviews
Average time on page: 2 minutes, 43 seconds
45.72 % bounce rate
42.20 % exit rate

This month brought multiple web updates to communicate the Council’s response to COVID-19. This included a banner noticing viewers of our continued office closure and the addition of a “Latest News” section hyperlinking recently distributed listserv emails.



## RE-OCCURRING HIGH-TRAFFIC WEB PAGES

- Homepage, Events Calendar, Council Meetings, Councilmembers, Delta Plan, About the Delta Science Program, Delta Independent Science Board Meetings

## POPULAR WEB PAGES THIS MONTH

- Delta Plan Amendments
  - 195 pageviews, 92 unique views
- Job Opportunities
  - 174 pageviews, 148 unique views

## HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 1,746 users this month...

Device	Percentage of users	# of people
Desktop	82.1 %	1,435
Mobile	15.4 %	268
Tablet	2.5 %	43

## LISTSERV

By the numbers...

13 listservs sent
16.33 % open rate
8.37 % click rate
14 new subscribers
New subscriber monthly average: 9

## HIGHEST OPEN RATE

- Appellate Court Upholds Delta Plan, Affirms Council’s Authority for Sustainable Management of the Delta
  - 19.1 % of subscribers opened, or 555 people

## HIGHEST CLICK RATE

- Governor Gavin Newsom Appoints Daniel Zingale to the Delta Stewardship Council
  - 16.1 % of subscribers clicked, or 469 people



## MEETING WEBCAST

By the numbers...

One meeting: April 30 Council (remote access)
Council meeting unique live views: 111
Council meeting archive views: 67

On average, each monthly Council meeting receives ~130 archived views.