

TWITTER

By the numbers...

241 tweets
15,300 profile visits
27 new followers

TAKE HOME MESSAGE

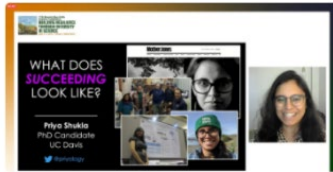
This month, in response to heightened activity related to the Bay-Delta Science Conference (BDSC), we saw an increase in profile visits of almost 300 % and an increase in new followers of more than 200 %. Our top tweet highlighted the BDSC session on equity in science and tagged Plenary Speaker Priya Shukla, a Ph.D. candidate.

Top Tweet earned 9,329 impressions

"I was oftentimes the only person of color in the room that I occupied," says [@priyology](#).

"I found [#mentors](#) not through a phone call, not through a conference, but through [#socialmedia](#)."

RT/❤️ to show some love to your social media fam + Priya!
pic.twitter.com/ARKB4QEJSw



1 retweet 9 replies 24 likes

[View Tweet activity](#)

[View all Tweet activity](#)

FEATURED CONTENT

- A new issue of San Francisco Estuary Watershed Science, blog by Interagency Ecological Program (IEP) Lead Scientist Dr. Steve Culberson, April Council meeting, the launch of Ask the Lead Scientist Instagram Live series, Delta Independent Science Board (ISB) meeting, Delta Adapts West Sacramento and Stockton workshops, Virginia Madueño joins the Council, Steelhead Workshop and Adaptive Management Forum recordings, Earth Day, California Native Plant Week, Water Education Foundation's Water 101 workshop, Science Action Agenda survey, Delta Lead Scientist Dr. Laurel Larsen on "The Water Zone" podcast
- **Live-tweeting:** BDSC
- **Reminder:** Science Friday took a "spring break" to accommodate limited capacity in preparation for the BDSC

FACEBOOK

By the numbers...

14 posts
83 profile visits
3 new followers



TAKE HOME MESSAGE

Despite having fewer posts this month due to a focus on BDSC Twitter content, we received a similar number of profile visits and new followers to last month. Our top post highlighted Dr. Culberson's new blog and reached 386 people. It drove 60 post clicks and earned two shares.

INSTAGRAM

By the numbers...

6 posts, 30 stories, 1 live
205 profile visits
39 new followers



TAKE HOME MESSAGE

We saw a slight increase in profile visits and a large increase (~ 150 %) in new followers this month, likely due to the BDSC and key personnel announcements. For example, our top post announced Ryan Stanbra's hiring as chief deputy executive officer. The post garnered 27 likes and resulted in 7 profile visits.

LINKEDIN

By the numbers...

4 posts
91 profile visits
15 new followers



TAKE HOME MESSAGE

Our top posts this month highlighted the appointment of Virginia Madueño to the Council and received 7 clicks, 12 reactions, and 2 comments. Our post promoting our Ask the Lead Scientist Instagram live also performed well, garnering 7 clicks and 13 reactions.

GOOGLE ANALYTICS

By the numbers...

8,141 pageviews
6,329 unique pageviews
Average time on page: 2 minutes, 15 seconds
55 % bounce rate
52 % exit rate

Like last month, the BDSC web page was our most visited page. This increase in traffic is likely due to BDSC occurring in April. Additionally, there was a popup banner on our homepage guiding website visitors to register.

11th Biennial Bay-Delta Science Conference

About the Conference

- **Dates:** April 6-9, 2021
- **Location:** Virtual (details TBD)
- **Cost to attend:** Free with [registration](#) (now open)
- **Schedule:** [At-a-Glance Program](#)



RE-OCCURRING HIGH-TRAFFIC WEB PAGES

- Events Calendar, Delta Plan, Council Meetings, Delta Adapts

POPULAR WEB PAGE THIS MONTH

- 11th Biennial Bay-Delta Science Conference
 - 2,005 pageviews, 1,461 unique views

HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 2,491 users this month...

Device	Percentage of users	# of people
Desktop	81 %	2,027
Mobile	17 %	420
Tablet	2 %	44

LISTSERV

By the numbers...

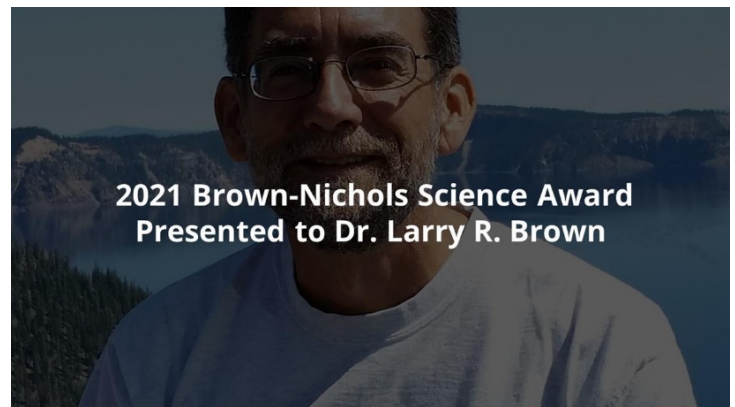
11 listservs sent
22 % open rate
6 % click rate
5 new subscribers
New subscriber monthly average: 16

HIGHEST OPEN RATE

- 2021 Brown-Nichols Science Award Presented to Dr. Larry R. Brown
 - 24 % of subscribers opened, or 954 people

HIGHEST CLICK RATE

- Delta Stewardship Council Welcomes New Council Member
 - 37 % of openers clicked, or 223 people



MEETING WEBCAST (Cal-Span)

By the numbers...

Two meetings: Council and Delta ISB
Council meeting unique live / archive: 56 / 80
Delta ISB meeting unique live/archive: 13 / 45

The unique live and archive views above reflect only those who watched the meeting via Cal-Span – they do not include those who participated via Zoom, Microsoft Teams, etc.

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