



TWITTER

90 tweets

9,513 profile visits

20 new followers

TAKE HOME MESSAGE

Our top tweet this month highlighted Executive Officer Jessica R. Pearson's presentation at the Water Education Foundation's Bay-Delta Tour. The success of this tweet reflects the value of tagging other organizations and including a call to action in our tweets.



FEATURED CONTENT

In addition to promoting our recurring meetings, the Council shared content on the following topics:

- Hispanic Heritage Month
- Climate Week NYC and National Estuaries Week
- California Native American Day
- Peer Review Week
- International Podcast Day
- Science Friday: Mercury, high tide flooding, native plants, wildfire impacts on water bodies
- Delta Lead Scientist Ask Me Anything Instagram Live: State Fellowship (part one of two)
- Environmental Justice brown bag webinar series with California Sea Grant
- Delta Invasive Species Symposium save the date
- Notice of Availability (NOA): Draft Ecosystem Amendment PEIR
- Dr. Lisa Waigner's election to Delta ISB chair
- Delta ISB Draft Water Supply Reliability Review
- New issue of San Francisco Estuary and Watershed Sciences
- Science governance survey
- Council's 10,000th tweet
- Job opportunities

FACEBOOK

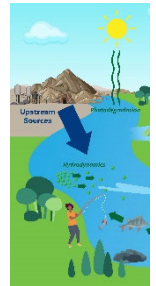
19 posts

70 profile visits

5 new followers

TAKE HOME MESSAGE

This month, we saw an increase in both the number of people reached and the engagement received. Our top post was a Science Friday feature from California Sea Grant State Fellow Dr. Emily Ryznar on mercury. This post highlighted the Delta Science Program's peer review services and tagged CA Sea Grant and the U.S. Environmental Protection Agency.



INSTAGRAM

10 posts

24 stories

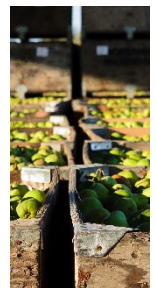
1 IGTV live

137 profile visits

18 new followers

TAKE HOME MESSAGE

This month, we saw an ~ 130 % increase in new followers when compared to last month. Our top post was a collection of autumnal photos of the Sacramento-San Joaquin Delta for followers to use as virtual meeting backgrounds. This highlights the value of sharing eye-catching, high-quality images on Instagram.



LINKEDIN

7 posts

76 profile visits

6 new followers

TAKE HOME MESSAGE

Our top post on LinkedIn this month featured our CA Sea Grant state fellows who presented at the September Council meeting. This post benefited from tagging multiple fellows, Lead Scientist Dr. Laurel Larsen, and CA Sea Grant; it was also career-focused, which is ideal for the LinkedIn platform.





WEBSITE

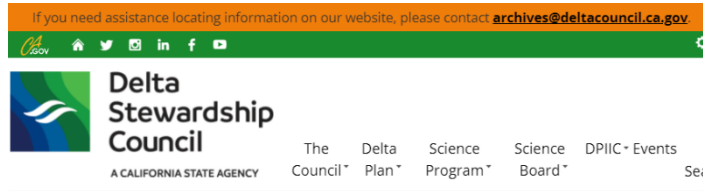
5,752 pageviews

4,472 unique pageviews

Average time on page: 2 minutes, 44 seconds

32 % returning users

The Delta Plan web page earned top attention this month. Increased traffic to this web page was driven by the release of the Delta Plan Ecosystem Amendment Draft PEIR. It indicates that website visitors are interested in discovering *pre-existing* web content (like the Delta Plan) when it is relevant to *newly* uploaded web content (like the Draft PEIR). It also reinforces the importance of creating pathways between web pages to foster a productive visitor experience.



LISTSERV

11 listservs sent

17 % open rate

11 % click to open rate

11 new subscribers

New subscriber monthly average: 17

HIGHEST OPEN RATE

NOA: Draft PEIR for Ecosystem Amendment

19 % of recipients opened or 471 people



The Delta Plan

While there are many agencies involved in both the near and long-term management of the Delta, the Sacramento-San Joaquin Delta Reform Act of 2009 (Delta Reform Act) established the Delta Stewardship Council (Council) to create a comprehensive, long-term, legally enforceable plan to guide how multiple federal, state, local agencies manage the Delta's water and environmental resources. The 2009 legislation directed the Court to oversee implementation of this plan through coordination and oversight of state and local agencies propo to fund, carry out, and approve Delta-related activities. It also granted the Council regulatory and appellate authority over certain actions that take place in whole or in part in the Delta and Suisun Marsh, referred to as covered actions.

POPULAR WEB PAGES THIS MONTH

The Delta Plan

369 pageviews

238 unique views

Delta Stewardship Council Meetings

341 pageviews

204 unique views

Events

321 pageviews

228 unique views

VIEWERSHIP BY DEVICE

In a sampling of 1,556 users this month...

Desktop

85 % or 1,328 users

Mobile

14 % or 215 users

Tablet

1 % or 13 users

HIGHEST CLICK TO OPEN RATE

Floodplain Science and Management Symposium

19 % of openers who clicked or 86 people

MEETING WEBCASTS

September 16 Delta ISB meeting

20 unique live views

27 archive views

September 23 Council meeting

51 unique live views

69 archive views

On average, each monthly Council meeting receives 40 archived views.