



TWITTER

62 tweets
8,733 profile visits
12 new followers

TAKE HOME MESSAGE

The success of this month's top tweet reminds us of the importance of synergy. By retweeting the California Department of Water Resources' tweet (about investing in statewide flood management systems) with a note about our Delta Levees Investment Strategy, we were able to show our followers how State agencies with unique missions can work together toward common goals. The comms team will continue to draw connections between our work and our partners' work through contextual retweets.

Top Tweet earned 2,416 impressions

We're proud to partner with @CA_DWR to reduce #flood risk in the #sacdelta + #SuisunMarsh through our Delta #Levees Investment Strategy Program, which aims to reduce the likelihood + consequences of levee failure and protect people, property, + State interests!
twitter.com/CA_DWR/status/...

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FEATURED CONTENT

- **Events:** Delta Independent Science Board, Council, and DPIIC Restoration Subcommittee meetings; Delta Lead Scientist Dr. Laurel Larsen's Ask Me Anything Instagram live
- **Public review periods:** 2022-2026 Science Action Agenda
- **Recruitment:** Environmental scientist
- **Science Friday:** Adapting Restoration for a Changing Climate Symposium, winter critters, and California's snowpack
- **Other:** 2021 Annual Report, Councilmember Virginia Madueño voted vice-chair, Councilmember Don Nottoli elected Sac County Board of Supervisors chair, Delta Invasive Species Symposium recording, science synthesis, and winter Zoom background images

FACEBOOK

17 posts
1,310 page reach
3 new followers



TAKE HOME MESSAGE

Our top post this month announced the availability of our 2021 Annual Report: Building Resilience Amid Rapid Change. This post was shared six times, which significantly boosted views. In 2022, the comms team will continue to explore ways to publish share-worthy content that is complimentary of our audiences' interests and values.

INSTAGRAM

7 posts
20 stories
1 IGTV live
115 profile visits
24 new followers

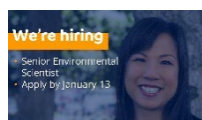


TAKE HOME MESSAGE

Our top post announced that Sam Bashevkin and Pascale Goertler would co-host Dr. Larsen's AMA to discuss synthesis activities in the Delta, with an emphasis on understanding drivers of the food web. This month's co-hosts and topic were promoted on the Council's and Dr. Larsen's accounts, once again demonstrating the importance of synergy.

LINKEDIN

5 posts
115 profile visits
15 new followers



TAKE HOME MESSAGE

Our top post promoted an environmental scientist vacancy in our Delta Science Program's adaptive management unit. Engagement on this post aligns with the trends we have observed. We will continue to use LinkedIn as a platform for recruitment and workplace culture.



WEBSITE

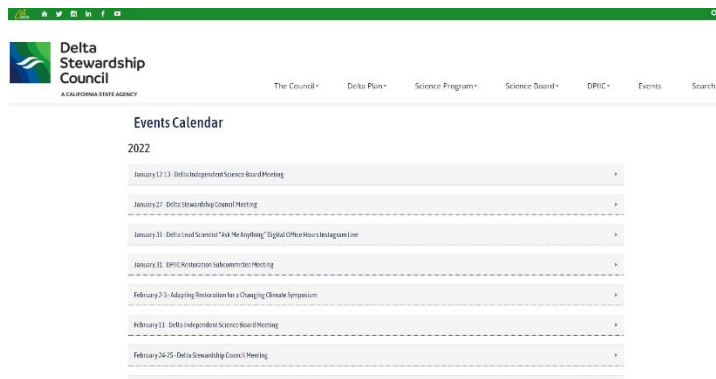
6,152 pageviews

4,921 unique pageviews

Average time on page: 2 minutes, 41 seconds

31 % returning users

This month, our events calendar web page drew the most visitors. This is likely due to the number of public meetings and events scheduled and announced in January. Event notices, flyers, presentations, registration links, and recordings are all housed on this web page.



LISTSERV

10 listservs sent

25 % open rate

8 % click to open rate

9 new subscribers

New subscriber monthly average: 10

HIGHEST OPEN RATE

Councilmember Madueño Voted Vice-Chair

27 % of recipients opened or 656 people



POPULAR WEB PAGES THIS MONTH

Events

449 pageviews

331 unique views

Council Meetings

368 pageviews

250 unique views

The Delta Plan

335 pageviews

250 unique views

VIEWERSHIP BY DEVICE

In a sampling of 1,552 users this month...

Desktop

83 % or 1,295 users

Mobile

16 % or 244 users

Tablet

1 % or 13 users

HIGHEST CLICK TO OPEN RATE

Registration Reminder: Adapting Restoration for a Changing Climate Symposium

14 % of openers clicked or 84 people

MEETING WEBCASTS

January 12-13 Delta ISB meeting

Jan 12: 24 unique live views

Jan 13: 30 unique live views

62 archive views

January 27 Council meeting

65 unique live views

80 archive views

On average, each monthly Council meeting receives 61 archived views.