



TWITTER

77 tweets
5,032 profile visits
13 new followers

TAKE HOME MESSAGE

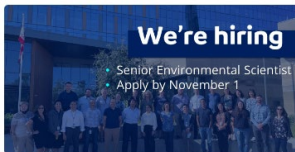
Our top tweet announced that our Delta Science Program was hiring a senior environmental scientist to coordinate and participate in data analysis, synthesis, and modeling efforts. The tweet earned nine retweets, four of which were *quote* retweets from current and former DSP staff encouraging their networks to spread the word about this exciting vacancy.

Top Tweet earned 5,280 impressions

We're #hiring a senior environmental scientist! 🙌

This synthesis specialist will support the Delta Science Program by coordinating + participating in #data analysis, synthesis, + modeling efforts.

Apply by 11/1 → bit.ly/JC-334496.
pic.twitter.com/ybTjMddvpa



134 4 9

FEATURED CONTENT

- **Events:** Council and Delta Independent Science Board meetings, Halloween, Science for Communities Workshop, Advancing Interdisciplinary Research Training & Workshop
- **People:** Term endings for Delta ISB Members Dr. Jay Lund and Dr. Joe Fernando
- **Jobs:** Sr. environmental scientist, Council clerk
- **#DeltaScienceSpot:** Invasive aquatic vegetation, the impacts of yellow flag irises on plant communities, recent fish data, science for communities
- **Other:** Delta Harmful Algal Bloom Workshop promotion; new issues of Delta Breeze, San Francisco Estuary Watershed Science, and Estuary News Magazine; a new Science in Short podcast episode on HABs; Delta Restoration Forum planning; California Water Professionals Appreciation Week

INSTAGRAM

7 posts
23 stories
13 profile visits
3 new followers



TAKE HOME MESSAGE

Our top post promoted October Council meeting agenda items. The post included a carousel of portraits of three presenters. The caption tagged the presenters and briefly described their presentation topic. Immediately after posting, the comms team published four stories to promote the post and provided a direct link to the webcast.

LINKEDIN

2 updates
72 page views
4 new followers



TAKE HOME MESSAGE

Our top update this month announced a new storymap that demonstrates the geographical range of 10 recent Sacramento-San Joaquin Delta science research projects, each chosen through our DSP's 2018-2019 proposal solicitation and funded through a partnership between the DSP and the Bureau of Reclamation. The post included a quote by Tabitha, who led the storymap's development.

FACEBOOK

3 posts
2 new followers



TAKE HOME MESSAGE

Our top post gave notice of the Delta ISB's November meeting and tour. The post said that the Board would hear a presentation on the Fish Restoration Program Tidal Wetland Monitoring Program on November 3 and tour the Yolo Bypass on November 4.



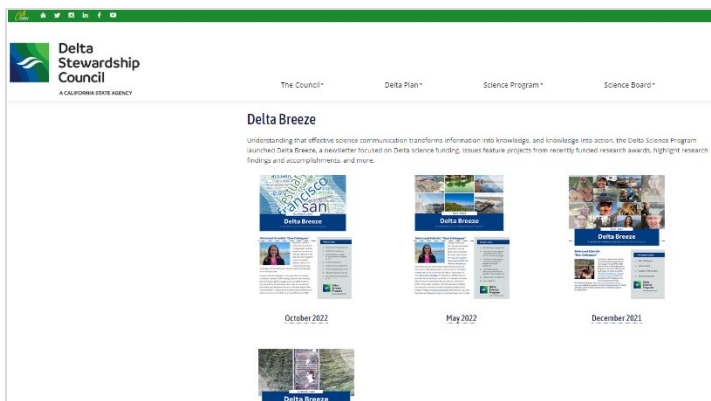
WEBSITE

6,709 pageviews

5,309 unique pageviews

Average time on page: 2 minutes, 45 seconds

Several web pages were updated in October. These web pages included: Council and Delta ISB meetings, events, science communication, and research funding & fellowships. A new web page was created to house issues of our DSP's Delta Breeze newsletter.



POPULAR WEB PAGES THIS MONTH

Events

485 pageviews

368 unique views

Council Meetings

481 pageviews

320 unique views

Delta Plan

385 pageviews

247 unique views

VIEWERSHIP BY DEVICE

In a sampling of 1,710 users this month...

Desktop

83 % or 1,416 users

Mobile

16 % or 283 users

Tablet

1 % or 11 users

LISTSERV

8 listservs sent

27 % open rate

2 % click rate

4 new subscribers

New subscriber monthly average: 12

HIGHEST OPEN RATE

Inform our Planning for the Restoration Forum

29 % of recipients opened or 702 people

HIGHEST LINK CLICK RATE

New Issue of Delta Breeze Newsletter

4 % of recipients clicked or 90 people



MEETING WEBCASTS

October 13 Delta ISB Meeting

Live views: 37

Archive views: 26

October 27 Council Meeting

Live views: 62

Archive views: 105

On average, Delta ISB meetings receive 49 archive views.

On average, Council meetings receive 69 archive views.