



TWITTER

98 tweets

5,159 profile visits

-32 new followers

TAKE HOME MESSAGE

Our top tweet promoted a new Science in Short Podcast episode on harmful algal blooms (HABs), produced by Estuary News and Maven’s Notebook with funding from the Council. The tweet was tied to Halloween, included related handles and hashtags, and featured a photo of the biologist interviewed in the episode (Keith Bouma-Gregson).

Top Tweet earned 1,361 impressions
What’s scarier than #harmfulalgalblooms?
In a new Science in Short #podcast episode, produced by @ESTUARYNews + @MavensNotebook with funding from the Council, @USGS Biologist @K_BoumaGregson talks about his experience working on #HABs in #LakeMerritt + the #SFBay. pic.twitter.com/0Sd0uHf32f



Also worth noting: Audience growth was negative for the first time on record. This can be attributed to users’ concerns with current events associated with the platform, not the Council’s content.

FEATURED CONTENT

- **Events:** Council and Delta Independent Science Board meetings, HABs Workshop, Delta Lead Scientist Ask Me Anything on science leadership
- **Social media observance:** Native American Heritage Month
- **Jobs:** Deputy for administration, staff services manager, sr. environmental scientist
- **People:** Harriet’s new title, Assemblymember Quirk’s last day serving the CA Legislature
- **#DeltaScienceSpot:** “Closing the Loop on Science Funding” storymap, turkeys as a nonnative species in CA, Frontiers for Young Minds, HABs Workshop
- **Other:** Superior Court ruling, updated appeals procedures, Delta Adapts blog

INSTAGRAM

7 posts

18 stories

21 profile visits

1 new follower

TAKE HOME MESSAGE



Our top post this month announced a new blog, Delta Adapts: On the Way to a Multi-Benefit Climate Adaptation

Strategy, by Harriet Lai Ross, whom the Council named associate deputy executive officer for planning and climate this month. Immediately after posting, the comms team published two stories to promote the post and provided a link to the blog.

LINKEDIN

6 updates

65 page views

16 new followers

TAKE HOME MESSAGE



Our top update announced Harriet’s new blog and title. The update quoted Harriet, tagged her account, and linked readers to the

blog and a news release with more information on her new title and background. It was shared by an external colleague who acknowledged Council staff’s work to “develop a comprehensive and equitable adaptation strategy for the Delta.”

FACEBOOK

2 posts

2 new followers

TAKE HOME MESSAGE



Our top post gave notice of the Council’s November meeting. The post encouraged attendance for updates on climate adaptation

outreach and next steps, ecosystem restoration progress, and science activities. It also highlighted the Delta Levees Investment Strategy public hearing as an agenda item.



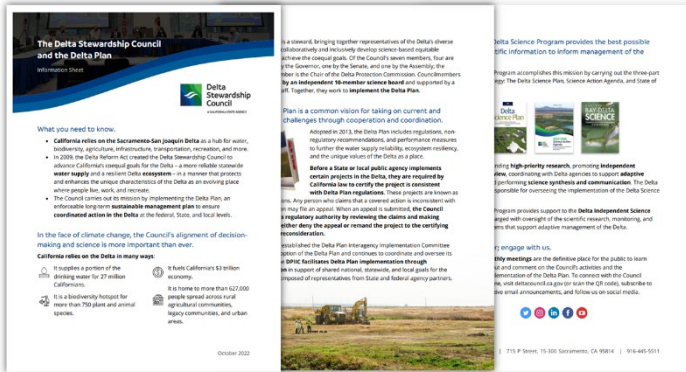
WEBSITE

6,709 pageviews

5,309 unique pageviews

Average time on page: 2 minutes, 45 seconds

Several web pages were updated in November. One was the About the Council web page. Updates included the addition of a new information sheet that describes the Council's role and the importance of the Delta Plan and a subscription link to receive email announcements about our agency's activities.



LISTSERV

7 listservs sent

27 % open rate

2 % click rate

9 new subscribers

New subscriber monthly average: 12

HIGHEST OPEN RATE

Superior Court of California Reaffirms the Council's Broad Authority as Delta Stewards

29 % of recipients opened or 708 people

HIGHEST LINK CLICK RATE

Superior Court of California Reaffirms the Council's Broad Authority as Delta Stewards

3 % of recipients clicked or 68 people

POPULAR WEB PAGES THIS MONTH

Council Meetings

408 pageviews

306 unique views

Events

403 pageviews

324 unique views

Delta Plan

347 pageviews

246 unique views

VIEWERSHIP BY DEVICE

In a sampling of 1,640 users this month...

Desktop

82 % or 1,348 users

Mobile

17 % or 285 users

Tablet

1 % or 7 users



MEETING WEBCASTS

November 3 Delta ISB Meeting

Live views: 59

Archive views: 76

November 17 Council Meeting

Live views: 54

Archive views: 77

On average, Delta ISB meetings receive 49 archive views.

On average, Council meetings receive 69 archive views.