



TWITTER

43 tweets
2,483 profile visits
-1 new followers

TAKE HOME MESSAGE

As in years past, December was a quiet month on social media, so communications team staff could focus on other projects (like the Annual Report). Our top tweet announced that the application deadline for our Sr. Environmental Scientist vacancy was extended. Science-related career opportunities were especially popular among our Twitter audience in 2022.

Top Tweet earned 1,128 impressions

The application due date for our Sr. Environmental Scientist vacancy below has been extended to Dec 5! 📣

Learn more at the link below. ↗️
twitter.com/DeltaCouncil/s...

🔄 2 ❤️ 2

Also worth noting: Audience growth was negative for the second month in a row. This can be attributed to users' concerns with current events associated with Twitter, not the Council's content.

FEATURED CONTENT

- **Events:** Council meeting, Delta Independent Science Board meeting, forthcoming Restoration Forum (hosted by the Delta Plan Interagency Implementation Committee)
- **Jobs:** Sr. Environmental Scientist, Attorney IV
- **People:** Tributes to Councilmember Don Nottoli and Delta Watermaster Michael George
- **#DeltaScienceSpot:** King tides, single-use plastic, taking a winter break
- **Other:** Top tweets of 2022, the upcoming Delta Residents Survey, the performance measures dashboard

INSTAGRAM

3 posts
7 stories
16 profile visits
4 new followers



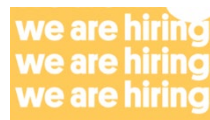
TAKE HOME MESSAGE

Our top post this month was a Delta Science Spot post by Sr. Environmental Scientist Lynn

Takata on king tides. The post explained what king tides are and when and why they occur. It also encouraged citizens to participate in the California King Tides Project by sharing photos of the effects of king tides near them. Immediately after posting, the comms team published one story to promote the post.

LINKEDIN

1 update
59 page views
8 new followers



TAKE HOME MESSAGE

Our top (and only) update announced that we were seeking applicants for an Attorney IV vacancy. The update included a brief description of the role's responsibilities, noted the application due date, and included an eye-catching GIF (rather than a static image) as well as relevant hashtags.

FACEBOOK

4 posts
3 new followers



TAKE HOME MESSAGE

Our top post encouraged residents of the Sacramento-San Joaquin Delta to keep an eye on their mailboxes for invitations to participate in an upcoming survey. It listed the survey's goals and tagged its host organizations. The post received six shares, one of which was from Senator Bill Dodd.



WEBSITE

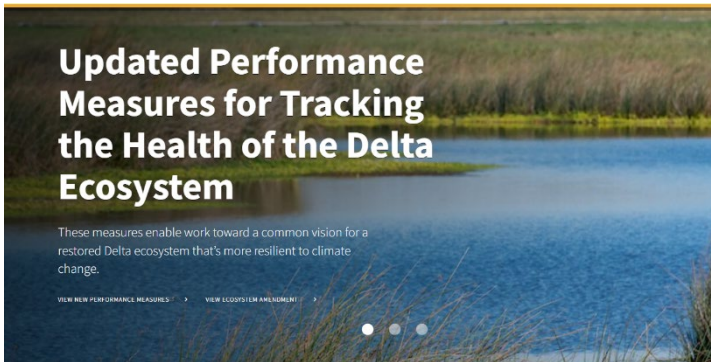
5,195 pageviews

4,303 unique pageviews

Average time on page: 2 minutes, 42 seconds

Several web pages were updated in December, including our social science integration and Delta Levees Investments Strategy web pages.

Additionally, information was uploaded to our performance measure dashboard related to the suite of new measures introduced because of recently adopted amendments to Delta Plan chapter four.



LISTSERV

5 listservs sent

28 % open rate

2 % click rate

3 new subscribers

New subscriber monthly average: 12

HIGHEST OPEN RATE

We're Hiring!

30 % of recipients opened, or 732 people



HIGHEST LINK CLICK RATE

Save the Date: Delta Restoration Forum

3 % of recipients clicked, or 72 people



POPULAR WEB PAGES THIS MONTH

Delta Plan

368 pageviews

268 unique views

Council Meetings

358 pageviews

277 unique views

Events

227 pageviews

182 unique views

VIEWERSHIP BY DEVICE

In a sampling of 1,586 users this month...

Desktop

82 % or 1,302 users

Mobile

17 % or 270 users

Tablet

1 % or 14 users

MEETING WEBCASTS

December 8 Delta ISB Meeting

Live views: 59

Archive views: 26

December 15 Council Meeting

Live views: 10

Archive views: 19

On average, Delta ISB meetings receive 49 archive views. On average, Council meetings receive 69 archive views.