



TWITTER

63 tweets

4,445 profile visits

-8 new followers

TAKE HOME MESSAGE

Our top tweet announced that the Council's communications team is hiring. It included position details, relevant hashtags, and an eye-catching graphic. Hiring-related announcements continue to be popular with our social media audiences.

Top Tweet earned 904 impressions

Our **#communications** team is **#hiring** an information officer !!

This important support role writes, edits, and designs materials that communicate our mission, activities, and accomplishments.

📍 Remote position
💰 \$5,518-\$7,116/month

Apply by March 31 → bit.ly/403OxIH.
pic.twitter.com/sQ2MvBJEEI



It's also worth noting that our follower growth was negative. This can be attributed to users' concerns with current events associated with Twitter, not the Council's content.

FEATURED CONTENT

- **Events:** Council meeting, Delta ISB meeting and (cancelled) tour, forthcoming Adaptive Management Forum
- **People:** Sarah Keck named deputy executive officer for administration, Dr. Inge Werner voted Delta ISB chair-elect
- **#DeltaScienceSpot:** Super blooms, atmospheric rivers, science communication fellowship opportunity, incoming state fellows
- **Other:** Hiring

INSTAGRAM

9 posts

16 stories

1,275 accounts reached

7 new followers



TAKE HOME MESSAGE

Our top post announced vacant positions. It included detailed descriptions of the roles, relevant hashtags, and a recent photo of staff. After posting, the communications team shared two interactive stories.

LINKEDIN

6 updates

94 page views

15 new followers



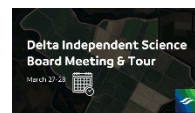
TAKE HOME MESSAGE

Like on Twitter and Instagram, our top update announced vacant positions. In alignment with past efforts to fill niche roles, paid promotion was applied to this post. Doing so has proven to be an effective way to significantly boost our outreach to applicants. (For example, this update received 22,675 impressions!) The post linked to a CalCareers web page that listed our current vacancies. The communications and human resources teams will continue to follow this approach on an as needed basis.

FACEBOOK

4 posts

2 new followers



TAKE HOME MESSAGE

Our top post gave notice of the Delta ISB's March 27-28 meeting and tour. It promoted the following agenda items: appointment of a new chair-elect, discussion of the impacts of recent storms on the Sacramento-San Joaquin Delta, and updates on recent reviews undertaken by the Board.



WEBSITE

21,792 pageviews
6,288 unique pageviews
Average time on page: 42 seconds

This month's web metrics are out of the ordinary! First, our **pageviews** are more than three times February's viewership. Second, our **average time on page** is less than half of what we usually see. Third, for the first time in a while, two of the three **most popular web pages** (see asterisks below) were ones that do not typically populate on this list: news releases and public participation! The causes of our increased viewership and decreased average time on page are difficult to pinpoint. However, we can attribute increased traffic to our news releases web page to the following three announcements.

- Delta ISB names Dr. Inge Werner chair-elect
- Council hires new deputy executive officer for administration
- State Water Board selects Jay Ziegler as the new Delta Watermaster (published jointly with the Water Board)

POPULAR WEB PAGES THIS MONTH

News Releases*
3,203 pageviews
59 unique views

Council Meetings
2,153 pageviews
354 unique views

Public Participation*
1,124 pageviews
50 unique views

VIEWERSHIP BY DEVICE

In a sampling of 2,012 users this month...

Desktop
82 % or 1,665 users

Mobile
17 % or 335 users

Tablet
1 % or 12 users

LISTSERV

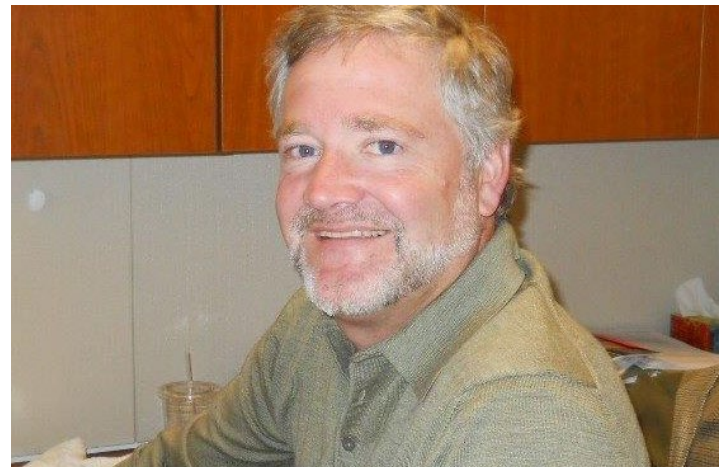
9 listservs sent
28 % open rate
2 % click rate
11 new subscribers
New subscriber monthly average: 12

HIGHEST OPEN RATE

We're Hiring
32 % of recipients opened, or 765 subscribers

HIGHEST LINK CLICK RATE

State Water Board Selects Jay Ziegler as the New Delta Watermaster
3 % of recipients clicked, or 65 subscribers



MEETING WEBCASTS

March 23 Council Meeting
Live views: 168
Archive views: 263

March 27-28 Delta ISB Meeting
Live views: 49
Archive views: 51

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