



TWITTER

9 tweets
1,177 profile visits
-17 new followers

TAKE HOME MESSAGE

Our top tweet announced the July 14 Delta Independent Science Board meeting. The tweet included relevant hashtags, a graphic with the date of the meeting, and a brief overview of what would be discussed.

Top Tweet earned 274 impressions

Join the [#DeltaISB](#)'s July 14 meeting, which will include a discussion of public comments received on the draft prospectuses for upcoming reviews on decision-making under deep uncertainty + subsidence in the [#sacdelta](#).

More information can be found here → rebrand.ly/disbjuly
pic.twitter.com/zpoZAootVo



It is worth noting that this month, Twitter rebranded itself as "X." Our declining follower count can be attributed to users' concerns with changes associated with the platform, not the Council's content.

FEATURED CONTENT

- **Events:** California Adaptation Forum, Council and Delta ISB meetings
- **#DeltaScienceSpot:** Carbon and subsidence, Plastic Free July
- **Blogs:** "From Carbon, to Communities, and the Classroom: Extending the Impact of Research Beyond the Science Itself" by Lynn Takata and Dylan Chapple and "Finding the Human Dimension in Environmental Management" by Aaron Angel as part of her California Sea Grant fellowship
- **Other:** Delta lead scientist recruitment, Integrated Modeling Framework Workshop Summary

INSTAGRAM

5 posts
6 stories
631 accounts reached
2 new followers

TAKE-HOME MESSAGE

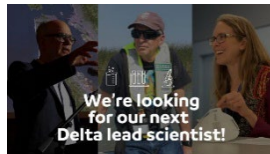


Our post with the greatest reach (451 users) was part of the Delta Science Spot series. The post explored how the carbon stored in the Delta's soil and sediments contributes to subsidence. After posting, the communications team shared one interactive story to promote this content.

LINKEDIN

2 updates
116 page views
8 new followers

TAKE-HOME MESSAGE



Our top update was a call for applicants for the Delta lead scientist position. With 3 reposts and 11 likes, this post was shared with our followers' networks as well as our own. The communications team will continue to promote this vacancy throughout the application period.

FACEBOOK

1 post
2 new followers

TAKE-HOME MESSAGE



Our only post this month gave notice of the July 27 Council meeting, which was held in Isleton. It reached 101 users and highlighted that the California Department of Water Resources would present about the Delta Conveyance Project and DELTA Education program. The post included a graphic and a link to the meeting notice.



WEBSITE

Pageviews: TBD
Users: TBD
Average time on page: TBD

Web pages updated this month included: Council meetings, Delta ISB meetings, Delta ISB members, events calendar, blog library, and Integrated Modeling Steering Committee.

Last month, Google Analytics updated its approach to website metrics. The communications and information technology teams are working together to ensure an accurate interpretation of Google Analytics' new approach. As a result, the majority of metrics usually featured in this section are unavailable.

POPULAR WEB PAGES THIS MONTH

TBD
TBD
TBD

VIEWERSHIP BY DEVICE

In a sampling of 1,661 users this month...

Desktop
83 % or 1,385 users
Mobile
16 % or 264 users
Tablet
1 % or 12 users

LISTSERV ANNOUNCEMENTS

8 listservs sent
29 % open rate
2 % click rate
5 new subscribers

HIGHEST OPEN RATE

**Certification of Consistency Filed:
Ulatis Creek Habitat Restoration Project**
45 % of recipients opened, or 1,088 subscribers

HIGHEST LINK CLICK RATE

**Notice of
July 14 Delta ISB Meeting**
2 % of recipients clicked, or 55 subscribers



MEETING WEBCASTS

July 14 Delta ISB Meeting
Live views: 41
Archive views: 25
July 27 Council Meeting
Live views: 55
Archive views: 18

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