



### TWITTER/X

14 tweets  
5.3k impressions  
0 new followers

#### TAKE HOME MESSAGE

Our top tweet promoted our 2023 Annual Report and was the first in a thread of three tweets that highlighted our external partners who were quoted in the Report, many of whose organizations were tagged in the thread. It also included a screen recording of the storymap and relevant hashtags.



Delta Stewardship Council @DeltaCouncil

Our 2023 #AnnualReport is now online in an interactive #storymap format [rebrand.ly/756b23!](https://rebrand.ly/756b23!)

It showcases progress toward #cawater supply reliability + #sacdelta ecosystem resilience through our partnerships with state and federal agencies, Tribes, academia, and more.



From storymaps.arcgis.com

#### FEATURED CONTENT

- **Events:** Council and Delta Independent Science Board (ISB) meetings; and registration for upcoming events like the Council's Delta Adapts Draft Adaptation Plan Workshop, the Delta Science Program's Salinity Management Workshop, and the Delta ISB's Decision-Making Under Deep Uncertainty Seminar
- **Other:** Delta Levees Investment Strategy becoming California law, Human Resources unit vacancy

### INSTAGRAM

5 posts  
13 stories  
436 accounts reached  
45 new followers

#### TAKE-HOME MESSAGE



Our top post promoted our Annual Report. In addition to using the storymap's cover photo, the post included videos featuring audio quotes from Chair Virginia Madueño and Executive Officer Jessica R. Pearson. The post tagged contributing agencies/organizations and included relevant hashtags. It was boosted to broaden its reach across California and has earned 90+ likes to date.

### LINKEDIN

3 updates  
109 page views  
14 new followers

#### TAKE-HOME MESSAGE



Our top post promoted the Annual Report. The post debuted a screen recording of the storymap and tagged all of our staff and partners who contributed quotes, as well as the agencies/organizations they represent. The shares received broadened this post's reach, and, to build upon this success, the Communications Team intends to boost the post in February.

### FACEBOOK

7 posts  
7 shared posts  
6 new followers

#### TAKE-HOME MESSAGE



Our post with the highest reach (with over 855 likes and counting) was a boosted post promoting our Annual Report. The post tagged the agencies/organizations of our external partners who contributed quotes and included an eye-catching graphic designed by Aim Consulting.



## WEBSITE

### Highest viewership area

Moses Lake: 869 users

### Second-highest viewership area

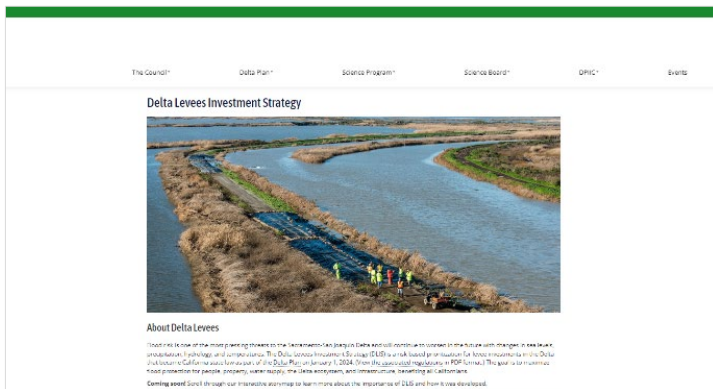
Cheyenne: 760 users

### Third-highest viewership area

Sacramento Area: 320 users

Web pages that were updated this month included:

- Delta Levees Investment Strategy,
- Delta ISB meetings,
- Delta Plan,
- Amendments,
- Events,
- Delta Adapts, and
- Annual Reports.



## POPULAR WEB PAGES THIS MONTH

### Delta Levees Investment Strategy

1,082 users

### News Releases

970 users

### Delta Adapts

820 users

## VIEWERSHIP BY DEVICE

In a sampling of 3,686 users this month...

### Desktop

92 % or 3,408 users

### Mobile

7 % or 267 users

### Tablet

1 % or 11 users

## EMAIL ANNOUNCEMENTS

6 listservs sent

33 % open rate

3 % click rate

8 new subscribers (2,846 total)

## HIGHEST OPEN RATE

### Now Online: Our 2023 Annual Report

40 % of recipients opened, or 977 subscribers

## HIGHEST LINK CLICK RATE

### Now Online: Our 2023 Annual Report

4 % of recipients clicked, or 85 subscribers

### Registration Open:

### Salinity Management Workshop

4 % of recipients clicked, or 85 subscribers



## MEETING WEBCASTS

### January 17-18 Delta ISB Meeting

Live views: 23

Archive views: 101

### January 25 Council Meeting

Live views: 34

Archive views: 78

On average, Delta ISB meetings receive 50 archive views. On average, Council meetings receive 70 archive views.