

# October 2019 Outreach Highlights Report



## TWITTER

By the numbers...

141 tweets
1,413 profile visits
63 new followers

## FEATURED CONTENT

- Live-tweets from the State of the San Francisco Estuary Conference and October Council meeting
- California Water Professionals Appreciation Week, Open and Transparent Water Data Act online implementation tool, California Flood Preparedness Week, State of the Estuary Report, new water year, Chair's blog on climate change and the Delta
- Science Friday: Past Delta Science fellow features, celebrating nature on World Mental Health Day, fall color plant chemistry, Delta water features

## TAKE HOME MESSAGE

October impressions peaked at 112K overall – the highest this year – with 25.5K during the two-day State of the San Francisco Estuary Conference! We nearly doubled our likes and grew impressions by close to 10 % compared to the 2017 conference. Without any paid boosts on our content, these increases reflect a meaningful return on investment for staff time covering Delta events and conferences.

## TOP TWEET: 3,961 impressions

**Top Tweet** earned 3,961 impressions

Oakland Mayor [@libbyschaaf](#) welcomes 800+ attendees to the 14th Biennial State of the Estuary Conference in Oakland, celebrating the diverse work of the [#baydelta](#) community! 🎉

Pledges local government support for [#climatechange](#) resilience in the Bay at [#sfestuaryconf](#). ❤️  
[pic.twitter.com/4bJrwlqMyV](https://pic.twitter.com/4bJrwlqMyV)



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## FACEBOOK

By the numbers...

16 posts
173 profile visits
7 new followers



## TAKE HOME MESSAGE

Our top post (526 users reached) featured Meeting Services Manager Brandon Chapin for California Water Professionals Week, showing the value of recognizing staff on Facebook, where friends and family are highly engaged.

## INSTAGRAM

By the numbers...

20 posts
54 profile visits
26 new followers



## TAKE HOME MESSAGE

Our first time covering the State of the San Francisco Estuary Conference live on Instagram stories in addition to Twitter helped us grow our audience by 2 %, pushing us closer to our year-end goal of 1,000 followers! We created 40 stories that included the conference hashtag and geotag (274 impressions) and saved them as an evergreen stories highlight so folks can continue to view this content.

## LINKEDIN

By the numbers...

7 posts
112 profile visits
11 new followers



## TAKE HOME MESSAGE

An introduction of CivicSpark AmeriCorps Fellow Annie Merritt earned 15 likes and 2 comments. The timing of the post during our first Climate Change Vulnerability Assessment stakeholder workshop brought engagement from one of the groups participating in the workshop, reinforcing the importance of shaping content around events.

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## GOOGLE ANALYTICS

By the numbers...

35,458 pageviews
33,199 unique pageviews
Average time on page: 0 minutes, 39 seconds
32.78 % bounce rate
13.32 % exit rate

Staff continue to upload web content in support of statewide accessibility best practices. This includes adding more entries to our highly popular Events Calendar.



## RE-OCCURRING HIGH-TRAFFIC WEB PAGES

- Homepage, About the Council, Delta Plan, Events Calendar, Councilmembers, Council meetings, Delta Science Program

## POPULAR WEB PAGES THIS MONTH

- Delta Independent Science Board meetings
  - 314 pageviews, 179 unique views
- Delta Plan Interagency Implementation Committee (DPIIC) meetings
  - 147 pageviews, 127 unique views

## HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 3,193 users this month...

Device	Percentage of users	# of people
Desktop	90 %	2,872
Mobile	8.2 %	261
Tablet	1.8 %	60

## LISTSERV

By the numbers...

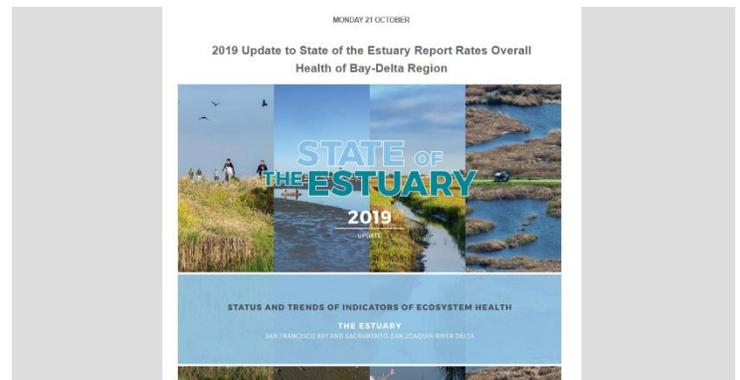
9 listservs sent
15.66 % open rate
8.56 % click rate
5 new subscribers
New subscriber monthly average: 17

## HIGHEST OPEN RATE

- State of the Estuary Report Provides Report Card on Bay-Delta Health
  - 16.85 % of subscribers opened, or 527 people

## HIGHEST CLICK RATE

- State of the Estuary Report Provides Report Card on Bay-Delta Health
  - 17.65 % of subscribers clicked, or 93 people



## MEETING WEBCAST

By the numbers...

2 meetings: Council, Delta ISB teleconference
Council meeting: 87 unique live viewers
Delta ISB teleconference: 22 unique live listeners

On average, each monthly Council meeting receives ~320 archived views.