



TWITTER

By the numbers...

63 tweets
7,273 profile visits
8 new followers

TAKE HOME MESSAGE

Last month's surge in profile visits continued this month, with an additional 20 % increase in profile visits. Like last month, this high number of profile visits appears to be due to a mention – this time from California Natural Resources Agency Secretary Crowfoot, thanking us for the "groundbreaking" Delta Adapts Vulnerability assessment; to date, his tweet has earned 54 likes and 20 retweets. Our top tweet announced the availability of the 2022-2026 Science Action Agenda's Top Management Questions.

Top Tweet earned 4,939 impressions

Have questions about which science actions are most pressing to #sacdelta management? 😊

Our Delta Science Program compiled a list of the top 65 questions that ultimately will determine regional science actions.

List → bit.ly/SAAMQlist
Process → bit.ly/SAAMQsummary
pic.twitter.com/EaPQI4flku



10 retweets 13 likes

FEATURED CONTENT

- Delta Independent Science Board (ISB) meetings, Bay-Delta Science Conference (BDSC) deadlines, Delta Science Proposal Solicitation application webinar, job opportunities, Council meeting agenda items, Delta Adapts Public Review Draft Vulnerability Assessment, Steelhead Workshop agenda, Nature publishing a striped bass synthesis by Dr. Pascale Goertler, Supervisor Don Nottoli joining the Council, 2020 Water Leaders Report, a new Chair's blog, 2020 Annual Report
- **Science Friday:** King Tides Project, water weeds vs. weevils, Delta Science Research Awards, Steelhead Workshop

FACEBOOK

By the numbers...

22 posts
129 profile visits
10 new followers

TAKE HOME MESSAGE

Our most liked post (6 likes) announced Supervisor Don Nottoli returning to the Council, representing the Delta Protection Commission. The post reached 97 users. Our audience on Facebook continues to value content that features people and highlights the Delta as a place.

INSTAGRAM

By the numbers...

14 posts
158 profile visits
33 new followers

TAKE HOME MESSAGE

Our most liked post (51 likes) was a feature on Delta Science Program Senior Environmental Scientist Dr. Goertler's new striped bass synthesis in Nature. The post reached 1,016 users, reinforcing the value of staff-centered science communications efforts on this platform. Our promotion of Chair Tatayon's blog and the 2020 Annual Report also performed well, reaching 349 people.

LINKEDIN

By the numbers...

8 posts
254 profile visits
23 new followers

TAKE HOME MESSAGE

Our most liked post featured a quote by Assistant Planning Director Harriet Ross on the Delta Adapts Public Review Draft Vulnerability Assessment. The post, which tagged Harriet's account, garnered 80 likes, 9 comments, and 2,536 impressions! Tagging, coupled with ongoing paid promotion of vacant positions, resulted in a massive influx of new followers. Content demonstrating the connection between projects and staff continues to be scroll-stopping.



GOOGLE ANALYTICS

By the numbers...

8,800 pageviews
6,982 unique pageviews
Average time on page: 2 minutes, 27 seconds
53.75 % bounce rate
49.25 % exit rate

The BDSC was our most visited web page for the second month in a row, closely followed by the Delta Adapts web page, which saw significant updates ahead of the Public Review Draft Vulnerability Assessment release.



RE-OCCURRING HIGH-TRAFFIC WEB PAGES

- Delta Adapts, Events, Delta Plan, Council Meetings

POPULAR WEB PAGES THIS MONTH

- 11th Biennial BDSC
 - 849 pageviews, 715 unique views
- Delta Adapts: Creating a Climate Resilient Future
 - 821 pageviews, 627 unique views

HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 2,358 users this month...

Device	Percentage of users	# of people
Desktop	85 %	2,010
Mobile	13 %	315
Tablet	2 %	33

LISTSERV

By the numbers...

11 listservs sent
20 % open rate
5 % click rate
41 new subscribers
New subscriber monthly average: 16

HIGHEST OPEN RATE

- Brown-Nichols Science Award Nomination Deadline Extended to January 15, 2021
 - 25 % of subscribers opened, or 1,018 people

HIGHEST CLICK RATE

- New Chair's Blog and 2020 Annual Report
 - 27 % of openers clicked, or 136 people



MEETING WEBCAST (Cal-Span)

By the numbers...

Three meetings: Delta ISB (1/14, 1/27) and Council
Delta ISB meeting unique live / archive views: 15, 5 / 42
Council meeting unique live / archive views: 47 / 75

The unique live and archive views above reflect only those who watched the meeting via Cal-Span – they do not include those who participated via Zoom, Microsoft Teams, etc.

On average, each monthly Council meeting receives ~130 archived views.