



TWITTER

By the numbers...

66 tweets
5,971 profile visits
11 new followers

TAKE HOME MESSAGE

Our top tweet by impressions (7,689) promoted the Bay-Delta Science Conference's (BDSC) Social Science Networking Event, which indicates an interest in increased social science support in the Sacramento-San Joaquin Delta. This trend was reflected by the approximately 70 folks who attended the event. Additionally, our International Women's Day tweet received 22 likes and 13 retweets.



FEATURED CONTENT

- Chair Tatayon's MWDOC presentation, Delta Adapts Adaptation Strategy scoping meeting, Climate Resilience Scavenger Hunt, Sr. Environmental Scientist Rachael Klopfenstein joins the Water Education Foundation's Water Leaders class of 2021, Sr. Environmental Scientist Annika Keeley's connectivity metrics paper, Delta Independent Science Board Meeting, BDSC registration, Delta Plan Interagency Implementation Committee Meeting, International Women's Day, Groundwater Awareness Week, Adaptive Management Forum recordings, Council Meeting, Job Postings, BDSC schedule, BDSC Social Science Networking Event, Spring Delta virtual meeting backgrounds, Science Action Workshop save the date, Ryan Stanbra hired as chief deputy executive officer, Special Assistant for Planning and Science Amanda Bohl on Estuary Voices
- **Science Friday:** Climate change models, Spring Break

FACEBOOK

By the numbers...

23 posts
92 profile visits
3 new followers



TAKE HOME MESSAGE

Our most liked post (13 likes) highlighted Senior Environmental Scientist Rachael Klopfenstein's acceptance into the Water Education Foundation's 2021 Water Leaders class. Our post with the furthest reach (203) promoted the BDSC Social Science Networking Event. Our Facebook community continues to value content that features people and social aspects of the Delta.

INSTAGRAM

By the numbers...

10 posts
195 profile visits
25 new followers



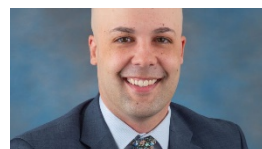
TAKE HOME MESSAGE

Our most liked (52 likes) and most commented on post (22 comments) highlighted the women in our agency on International Women's Day. This demonstrates the community-oriented nature of the platform.

LINKEDIN

By the numbers...

8 posts
83 profile visits
15 new followers



TAKE HOME MESSAGE

Our most liked post on LinkedIn highlighted Ryan Stanbra's hiring to the position of chief deputy executive officer. This is in line with the continued success of new hire and job opportunity posts on the platform.



GOOGLE ANALYTICS

By the numbers...

9,674 pageviews
7,657 unique pageviews
Average time on page: 2 minutes, 31 seconds
57 % bounce rate
54 % exit rate

The Bay Delta Science Conference web page was our most visited page this month. This increase in traffic is likely due to the immediacy of the conference.

11th Biennial Bay-Delta Science Conference

About the Conference

- **Dates:** April 6-9, 2021
- **Location:** Virtual (details TBD)
- **Cost to attend:** Free with [registration](#) (now open)
- **Schedule:** [At-a-Glance Program](#)



RE-OCCURRING HIGH-TRAFFIC WEB PAGES

- Delta Adapts, Events Calendar, Delta Plan, Council Meetings

POPULAR WEB PAGES THIS MONTH

- 11th Biennial Bay-Delta Science Conference
 - 2,498 pageviews, 1,937 unique views
- Delta Adapts
 - 644 pageviews, 531 unique views

HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 3,052 users this month...

Device	Percentage of users	# of people
Desktop	88 %	2,669
Mobile	11 %	347
Tablet	1 %	36

LISTSERV

By the numbers...

8 listservs sent
21 % open rate
6 % click rate
8 new subscribers
New subscriber monthly average: 16

HIGHEST OPEN RATE

- Council Hires New Chief Deputy Executive Officer
 - 24 % of subscribers opened, or 629 people

HIGHEST CLICK RATE

- Council Hires New Chief Deputy Executive Officer
 - 31 % of openers clicked, or 193 people



MEETING WEBCAST (Cal-Span)

By the numbers...

Three meetings: DPIIC, Council, Delta ISB
DPIIC meeting unique live views: 98
Council meeting unique live views: 33
Delta ISB meeting unique views / archive views 14 / 87

Archive views for DPIIC and Council meetings totaled 144. 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.