

TWITTER

By the numbers...

48 tweets
6,991 profile visits
14 new followers

TAKE HOME MESSAGE

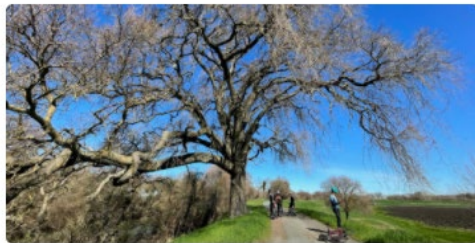
This month, our top tweet highlighted bike month. This tweet used the popular hashtag “#bikemonth” to draw attention, featured a scenic photo of the Sacramento-San Joaquin Delta, and contained a call to action, asking followers to retweet and like the post. We will continue to promote ways to safely recreate and explore the Delta, especially during Great Outdoors Month in June.

Top Tweet earned 2,708 impressions

It's #bikemonth! 🚲

Whether you're hitting the trails or commuting along the levees, the #sacdelta is a beautiful place for a #bicycle ride. 🚲

RT / ❤️ to show your love for this environmentally-friendly form of transport!
pic.twitter.com/qzDbKiiyTW



🔄 5 ❤️ 13

FEATURED CONTENT

- Public Service Recognition Week, Delta Adapts Stockton workshop, Delta Independent Science Board (Delta ISB) meetings, welcoming Council Clerk Beck Barger, Bay-Delta Science Conference (BDSC) Student Awardees, introductions of our 2021 California Sea Grant Fellows, Science Action Agenda (SAA) draft progress summary and workshop, Delta Lead Scientist Ask Me Anything (AMA) session, Council meeting, steelhead workshop summary, blog archive
- **Live-tweeting:** None to report
- **Reminder:** Science Friday took a “spring break” to accommodate limited capacity in preparation for the BDSC. It will resume on June 25!

FACEBOOK

By the numbers...

13 posts
66 profile visits
3 new followers



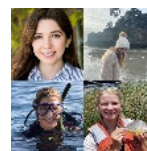
TAKE HOME MESSAGE

Our top post this month promoted Dr. Laurel Larsen’s AMA series. This session focused on drought and featured Delta Watermaster Michael George. The success of this post, which was reshared by the California Department of Water Resources, indicates our Facebook audience’s interest in event-based, people-centric content.

INSTAGRAM

By the numbers...

9 posts, 29 stories, 1 live
170 profile visits
26 new followers



TAKE HOME MESSAGE

Our top post this month featured the California Sea Grant state fellows who have joined the Council this year. The level of engagement on this post, which received 41 likes, demonstrates our Instagram audience’s appreciation of people-centric content.

LINKEDIN

By the numbers...

5 posts
69 profile visits
3 new followers



TAKE HOME MESSAGE

Our top post this month welcomed our new Council Clerk, Beck Barger to our team. The success of this post, which received 11 likes is in line with a trend on this platform, where our top-performing content is generally associated with new hires, job postings, and personnel announcements. This is to be expected, given the professional nature of the LinkedIn platform.

GOOGLE ANALYTICS

By the numbers...

5,795 pageviews
4,584 unique pageviews
Average time on page: 2 minutes, 27 seconds
52 % bounce rate
50 % exit rate

Our top web page this month was our Council meetings web page, likely because our May Council meeting included a public hearing. Overall, this month our web page views were more evenly distributed across various pages rather than concentrated on a single page.



RE-OCCURRING HIGH-TRAFFIC WEB PAGES

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

POPULAR WEB PAGES THIS MONTH

- Council meetings
 - 534 pageviews, 348 unique views
- Events calendar
 - 416 pageviews, 267 unique views

HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 1,631 users this month...

- Desktop: 85 % or 1,391 users
- Mobile: 14 % or 219 users
- Tablet 1 % or 21 users

LISTSERV

By the numbers...

8 listservs sent
21 % open rate
5 % click rate
5 new subscribers
New subscriber monthly average: 16

HIGHEST OPEN RATE

- Certification of Consistency Filed by the City of Fairfield for the Pacific Flyway Center Project
 - 23 % of recipients opened, or 586 people

HIGHEST CLICK RATE

- Notice of May 20-21, 2021 Delta Stewardship Council Meeting
 - 29 % of openers clicked, or 263 people



MEETING WEBCAST (Cal-Span)

By the numbers...

Four meetings: Council (public hearing and meeting) and Delta ISB (two meetings)
Council meeting unique live / archive: 107 / 94 and 87 / 94
Delta ISB meeting unique live/archive: 4 / 19 The second Delta ISB meeting was not covered

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.