



TWITTER

91 tweets
8,457 profile visits
26 new followers

TAKE HOME MESSAGE

Our top tweet was a Science Friday tweet by Lynn Takata celebrating World Biodiversity Day. It featured lamprey research by UC Davis Scientist Grace Auringer (who was tagged) and employed topical hashtags and emojis as well as eye-catching photos, some of which were from Dr. Auringer’s project sites.

Top Tweet earned 828 impressions.
Happy #sciencefriday all! @lynnhtakata here with the Delta Science Program.
World #biodiversityday is May 22, so I'm celebrating early by taking a look at cool new research underway on a unique, diverse, + mysterious fish species group that lives in the #sacdelta: #lamprey! 🐟
pic.twitter.com/HIVXmRr7uF



FEATURED CONTENT

- **Events:** Social science Instagram live with Dr. Laurel Larsen and Dr. Jessica Rudnick, CA Council on Science and Technology’s salinity and climate change briefing with Karen Kayfetz, Delta Independent Science Board meeting, Delta Stewardship Council meeting, Salinity Management Workshop recording
- **Live tweeting:** Delta Governance Brown Bag
- **Celebrations:** Public Service Recognition Week, May the 4th, Drinking Water Week, Vice-Chair Virginia Madueño’s KNOW award
- **Science Friday:** Groundwater, World Migratory Bird Day, Biodiversity Day, World Otter Day
- **Other:** A new edition of the Delta Breeze newsletter and a Science Action Agenda blog, Former Chair Susan Tatayon’s Public Policy Institute of California blog, the Collaborative Adaptive Management Team’s synthesis of Sacramento-San Joaquin Delta monitoring

INSTAGRAM

9 posts
24 stories
142 profile visits
14 new followers

TAKE HOME MESSAGE



Our top post highlighted the 2022-2026 SAA’s management needs with quotes from Council staff and executive members highlighting the significance of each management need. Our second-highest performing post this month, which promoted the CA Sea Grant State Fellowship program’s application period, also used quotes to create a staff-driven narrative.

LINKEDIN

2 updates
85 page views
5 new followers

TAKE HOME MESSAGE



Our top update this month promoted the opening of the California Sea Grant State Fellowship program’s application period by showing positive experiences our current CA Sea Grant State fellows have had at the Council. This update resonated especially well with our LinkedIn readers likely because it is an early career-focused update, which is platform appropriate.

FACEBOOK

4 posts
3 new followers

TAKE HOME MESSAGE



Our top post welcomed two new postdoctoral researchers to the Delta ISB’s support team. This post was a share of a post by CA Sea Grant, who facilitated the Delta ISB’s recruitment process. We will continue to promote initiatives and events relevant to the Delta community (the primary audience on the Council’s Facebook) as appropriate while we continue a scaled-back approach due to capacity and metrics.



WEBSITE

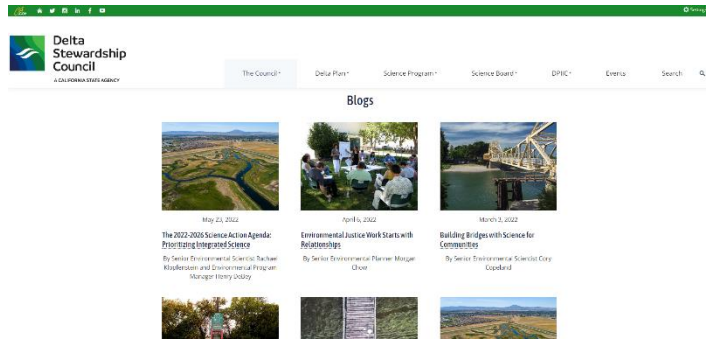
5,622 pageviews

4,431 unique pageviews

Average time on page: 2 minutes, 41 seconds

35 % returning users

New web content this month included updates to the science communication, research fellowships and funding, and blogs web pages – driving viewers to the new issue of the Delta Breeze and SAA blog. The distribution of these products was aligned with their complementary content.



POPULAR WEB PAGES THIS MONTH

Views on the following web pages indicate our visitors' continued interest in our long-term management plan for the Delta and its implementation.

Delta Plan

441 pageviews

304 unique views

Council Meetings

356 pageviews

229 unique views

Events

337 pageviews

249 unique views

VIEWERSHIP BY DEVICE

In a sampling of 1,429 users this month...

Desktop

82 % or 1,174 users

Mobile

17 % or 243 users

Tablet

1 % or 12 users

LISTSERV

7 listservs sent

26 % open rate

6 % click to open rate

11 new subscribers

New subscriber monthly average: 19

HIGHEST OPEN RATE

Certification of Consistency Filed: North Delta Fish Conservation Bank

30 % of recipients opened or 728 people



HIGHEST LINK CLICK RATE

New Issue of Delta Breeze and Blog on the Science Action Agenda

10 % of openers clicked or 62 people

MEETING WEBCASTS

May 17 Delta ISB Meeting

59 unique live views

64 archive views

May 26 Council Meeting

19 live views

27 archive views

On average the Delta ISB meeting receives 38 archive views.

On average, each monthly Council meeting receives 64 archived views.