Outreach Highlights Report
July 2022

TWITTER

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TAKE HOME MESSAGE
Our top tweet was part of our Council meeting promotion thread and announced the Council would meet the 2022 Delta Science Fellows at our July meeting. Engagement can be attributed to its focus on science and people and the use of handle tags. Its metrics continue to grow – garnering 12,730 impressions, 95 link clicks, 31 profile visits, 15 retweets, and 18 likes as of August 12.

FEATURED CONTENT
• Events: Delta Independent Science Board, Delta Plan Interagency Implementation Committee, and Council meetings; Delta Science Program’s Water Temperature Modeling Platform Peer Review Panel public meeting
• #DeltaScienceSpot: Delta levees flood protection, climate change impacts on the Sacramento-San Joaquin Delta, Delta governance webinars
• Other: Staff articles in the new issue of San Francisco Estuary and Watershed Sciences (SFEWS), Senior Water Resources Engineer Anthony Navasero’s drought-tolerant yard, Ecosystem Amendment overview, Fiscal Year 2020-2021 Crosscut Budget Report, Nutria Pocket Guide

INSTAGRAM

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TAKE HOME MESSAGE
Our top post was an installment of #DeltaScienceSpot by California Sea Grant State Fellow Elishebah Tate-Pulliam and highlighted the first in a series of three webinars by the Delta Science Program on Delta governance. This webinar focused on the rules and structures of environmental governance. Elishebah will cover the other two webinars in subsequent installments of #DeltaScienceSpot.

LINKEDIN

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TAKE HOME MESSAGE
Our top update this month congratulated Jorge Aguilar II and Brandon Chapin on their respective appointments to chief counsel and legislative & policy advisor. This post was career-focused, which performs well on LinkedIn, and featured a quote from Executive Officer Jessica R. Pearson.

FACEBOOK

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TAKE HOME MESSAGE
Our top post this month announced the 2022 Delta Science Fellows. We promoted this announcement on Facebook because their research is critical to our agency’s work. Additionally, this post guided our audience to the upcoming July Council meeting where the fellows would be introduced.
In July, we updated our research funding and fellowships web page to promote the 2022 Delta Science Fellowship. We also updated our executive team web page to reflect new members.

### Popular Web Pages This Month

- **Delta Plan**
  - 498 pageviews
  - 291 unique views

- **Council Meetings**
  - 296 pageviews
  - 234 unique views

- **Events**
  - 287 pageviews
  - 203 unique views

### Viewership by Device

- **Desktop**
  - 81% or 1,180 users

- **Mobile**
  - 18% or 257 users

- **Tablet**
  - 1% or 11 users

### Website Statistics

- **6,329 pageviews**
- **4,903 unique pageviews**
- **Average time on page: 2 minutes, 38 seconds**

### Listserv

- **8 listservs sent**
  - 27% open rate
  - 8% click to open rate
  - 9 new subscribers
  - New subscriber monthly average: 12

### Highest Open Rate

**Governor Newsom Appoints a Chief Counsel and Legislative & Policy Advisor**

30% of recipients opened or 722 people

### Highest Link Click Rate

**Meet the 2022 Delta Science Fellows**

15% of openers clicked or 102 people

### Meeting Webcasts

- **July 14 Delta ISB Meeting**
  - 34 unique live views
  - 53 archive views

- **July 18 Council and July 28 DPIIC Meetings**
  - 26 live views (Council)
  - 24 live views (DPIIC)
  - 123 archive views (combined)

On average the Delta ISB meeting receives 49 archive views.

On average, each monthly Council meeting receives 69 archive views.