



TWITTER

57 tweets
7,367 profile visits
7 new followers

TAKE HOME MESSAGE

Our top tweet announced the publication of a new blog, "Smarter Gambling with California's Water Challenges," co-authored by Delta Independent Science Board Members Dr. Jay Lund and Dr. Thomas Holzer. The blog followed the Board's recent review of water supply reliability estimations related to the Delta. Its tweet included hash and handle tags relevant to the blog's authorship and content, in line with our usual best practices.

Top Tweet earned 5,093 impressions

Just posted: A #newblog co-authored by Delta Independent Science Board Members @JayLund113 + Thomas Holzer, following the Board's recent review of #cawater supply reliability estimations.

Read "Smarter Gambling with California's #WaterChallenges" here -> bit.ly/DISB-blog. pic.twitter.com/n0XDjZ9E7C



FEATURED CONTENT

- **Events:** Council and Delta ISB meetings, CA Native American Day, Delta Regional Monitoring Program Symposium
- **People & Jobs:** Dr. Lisa Wainger becoming Delta ISB chair, Henry DeBey named deputy executive officer for science, environmental program manager vacancy
- **#DeltaScienceSpot:** Climactic whiplash and cyanobacteria, environmental DNA, carbon storage in coastal wetlands, drought tips
- **Other:** Latino Heritage Month, an ecosystem amendment blog by Annie Merritt and Dan Constable; Delta Levees Investment Strategy rulemaking updates; Science for Communities and Delta Harmful Algal Bloom Workshops; Delta, Climate Action, Estuaries Weeks; a study of recent sturgeon mortality, and more

INSTAGRAM

9 posts
26 stories
43 profile visits
8 new followers

TAKE HOME MESSAGE



Our top post announced Henry as the Council's deputy executive officer for science. This post's caption began with an attention-grabbing statement. Immediately after posting, the comms team published three stories to promote the post and provided a direct link to the news release where viewers could learn more about Henry's background and experience.

LINKEDIN

3 updates
135 page views
13 new followers



HIRING WE'RE HIRING WE'RE HIRING



TAKE HOME MESSAGE

Our top update this month also announced Henry as the Council's deputy executive officer for science. All three of the Council's posts were people- and or career-centric. Their earned reactions, comments, and shares were up 205-300% compared to August!

FACEBOOK

3 posts
2 new followers



TAKE HOME MESSAGE

Our top post this month gave notice of our September Council meeting. This post announced that the meeting would include a public workshop for updating our appeals procedures, a presentation from the Delta watermaster, and a report on the latest in Delta science from Dr. Laurel Larsen as agenda items.



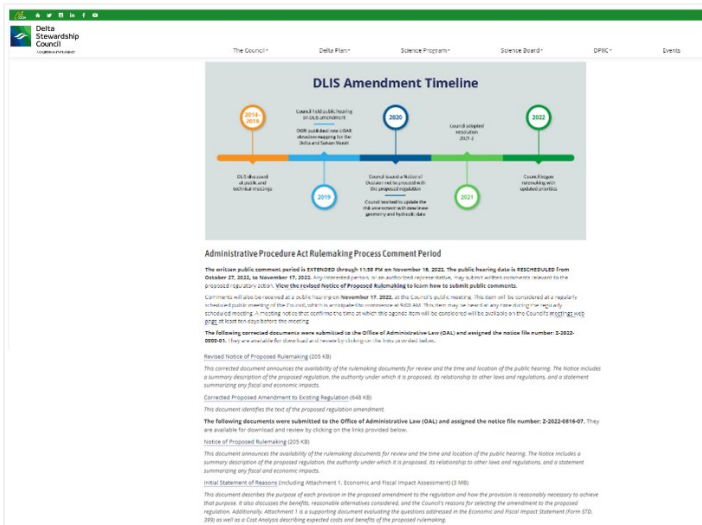
WEBSITE

6,674 pageviews

5,345 unique pageviews

Average time on page: 2 minutes, 58 seconds

We updated several web pages in September. These web pages included: Council and Delta ISB meetings, events, news releases, blogs archive, and DLIS.



LISTSERV

9 listservs sent

26 % open rate

2 % click rate

9 new subscribers

New subscriber monthly average: 12

HIGHEST OPEN RATE

Council Hires New Deputy Executive Officer for Science

28 % of recipients opened or 682 people

Registration Open: Delta Harmful Algal Blooms Workshop

28 % of recipients opened or 681 people



POPULAR WEB PAGES THIS MONTH

Events

374 pageviews

279 unique views

Delta Plan

364 pageviews

296 unique views

Council Meetings

338 pageviews

265 unique views

VIEWERSHIP BY DEVICE

In a sampling of 1,752 users this month...

Desktop

83 % or 1,454 users

Mobile

16 % or 285 users

Tablet

1 % or 13 users

HIGHEST LINK CLICK RATE

Registration Open: Delta Harmful Algal Blooms Workshop

3 % of recipients clicked or 80 people

MEETING WEBCASTS

September 15 Delta ISB Meeting

Archive and unique live views are not yet available for this meeting.

September 22 Council

Archive and unique live views are not yet available for this meeting.

On average, Delta ISB meetings receive 49 archive views.

On average, Council meetings receive 69 archive views.