



TWITTER

NA tweets
2,169 profile visits
22 new followers

TAKE HOME MESSAGE

Our top tweet shared a quote by Delta Lead Scientist Dr. Laurel Larsen featured in a Reuters article, "Explainer: Why weeks of rain in California will not end historic drought." The quote presented an analogy about recent storms in the context of California's drought. It described the Delta's watershed as a sponge that must fill up before overflowing. Over the past couple of years, amplifying such quotes and media mentions has become an increasingly important opportunity for the Council's social media content.

Top Tweet earned 1,453 impressions

"Think of the [#watershed](#) in CA a little bit like a sponge," explains [@Waterslashcycle](#) to [@Reuters](#). 🍌

"Our watershed was very dry leading up to this [#wateryear](#), + if you dump water on a sponge that's next to your sink, it's gonna have to fill up that sponge before it overflows." [twitter.com/Reuters/status...](#)

👤 2 🔄 8 ❤️ 12

FEATURED CONTENT

- **Events:** Council meeting, Delta Independent Science Board meeting, Integrated Modeling Framework Workshop promotion, and Delta Restoration Forum promotion
- **Jobs:** Public Participation Liaison, Associate Governmental Program Analyst
- **People:** Contra Costa Supervisor Diane Burgis joins the Council, articles authored by Council staff for an issue of Frontiers for Young Minds about the San Francisco Estuary
- **#DeltaScienceSpot:** Water equity
- **Other:** 2022 Annual Report, Delta Residents Survey

INSTAGRAM

2 posts
11 stories
NA profile visits
4 new followers



TAKE HOME MESSAGE

Our top post this month was a Delta Science Spot post by State Fellow Elishebah Tate-Pulliam on water equity. The post described the complexities and importance of the topic. It pointed readers to recent research published by Dr. Cydney Seigerman on operationalizing equity for integrated water resources management. After posting, the communications team shared four interactive stories.

LINKEDIN

3 updates
50 page views
11 new followers



TAKE HOME MESSAGE

Our top update announced that the Council's 2022 Annual Report is now online. The update promoted the report's theme, format, and features and included an eye-catching screen recording of the storymap as well as relevant handles and hashtags.

FACEBOOK

4 posts
3 new followers



TAKE HOME MESSAGE

Our top post gave notice of the Council's first meeting of 2023. The post encouraged attendance for updates on Delta agency activities, Delta Plan performance measures, conveyance, restoration, and synthesis. It also highlighted the 2022 Annual Report presentation.



WEBSITE

5,195 pageviews

4,879 unique pageviews

Average time on page: 2 minutes, 32 seconds

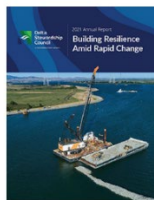
Several web pages were updated in January, including our Delta Plan, news releases, events, Council and Delta Independent Science Board meetings, and annual reports web pages.

Annual Reports

Each year, the Delta Stewardship Council develops a report to showcase the progress made toward California's coequal goals for the Delta: a reliable water supply and a resilient ecosystem while protecting and enhancing the unique values of the region as a place where people live, work, and recreate. Staff presents the annual reports at the first Council meeting of the year. Annual reports produced prior to 2019 are available upon request via archives@deltacouncil.ca.gov.



2022 Annual Report



2021 Annual Report



2020 Annual Report

POPULAR WEB PAGES THIS MONTH

Meetings

424 pageviews

340 unique views

Delta Plan

352 pageviews

258 unique views

Events

330 pageviews

242 unique views

VIEWERSHIP BY DEVICE

In a sampling of 1,738 users this month...

Desktop

82 % or 1,430 users

Mobile

17 % or 297 users

Tablet

1 % or 11 users

LISTSERV

7 listservs sent

28 % open rate

2 % click rate

14 new subscribers

New subscriber monthly average: 12

HIGHEST OPEN RATE

Registration Open: Delta Restoration Forum

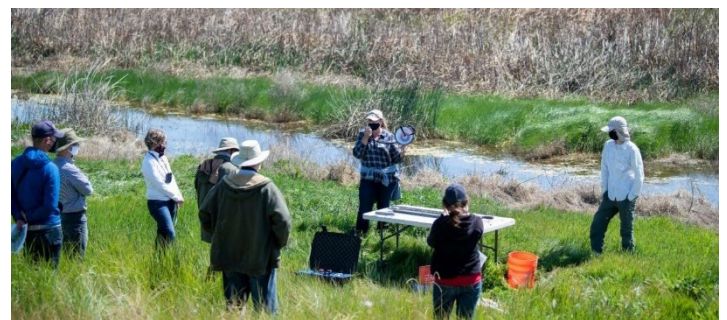
31 % of recipients opened, or 737 subscribers

Plenary	Presentations	Panel & Breakout Group Discussions	Open House / Meet & Greet

HIGHEST LINK CLICK RATE

Registration Open: Delta Restoration Forum

5 % of recipients clicked, or 116 subscribers



MEETING WEBCASTS

January 19 Delta ISB Meeting

Live views: 21

Archive views: 25

January 26 Council Meeting

Live views: 34

Archive views: 37

On average, Delta ISB meetings receive 49 archive views. On average, Council meetings receive 69 archive views.