



TWITTER/X

39 tweets
12,200 impressions
4 new followers

TAKE HOME MESSAGE

Our top tweet promoted blogs written in coordination by Interagency Ecological Program Lead Scientist Dr. Steve Culberson and Senior Environmental Scientist Tricia Lee about harmful algal blooms (HABs). The tweet included relevant hashtags, a collage of HABs monitoring photos, and a brief summary of and a link to the blogs. It was retweeted by the CA Department of Water Resources and others.



FEATURED CONTENT

- **Events:** Council and Delta Independent Science Board meetings, decision-making under deep uncertainty seminar series, Water Temperature Modeling Platform meeting, California Adaptation Forum, Delta Plan Interagency Implementation Committee Restoration Subcommittee meeting, salinity management working groups
- **#DeltaScienceSpot:** Delta Science Tracker, pacific herring, the Delta breeze
- **People:** Farewell to Viet-Long, new hire spotlights
- **Recruitment:** Delta lead scientist, environmental scientist

INSTAGRAM

9 posts
16 stories
522 accounts reached
2 new followers



TAKE-HOME MESSAGE

Our post with the greatest reach (182 users) was part of the Delta Science Spot series. The post was written by State Fellow Sam Pyros and explained some of the science behind the Delta breeze that blows from the San Francisco Bay to the Lodi-Stockton area. After posting, the communications team shared an interactive story to promote this content.

LINKEDIN

2 updates
151 page views
9 new followers



TAKE-HOME MESSAGE

Our top update was a farewell to Executive Fellow Viet-Long Nguyen. This post highlighted Viet-Long's projects and featured a quote about his fellowship experience. It tagged relevant accounts and received 24 likes, 3 comments, and 1 share. People-centric content continues to earn top attention on this platform.

FACEBOOK

3 posts
2 shares
3 new followers



TAKE-HOME MESSAGE

Our post with the greatest reach (49 users) this month promoted the HABs blogs. Like the related tweet, this post included a relevant hashtag, a collage of HABs monitoring photos, and a brief summary of and a link to the blogs.



WEBSITE

Total users: 1,807
 Sacramento area users: 400 users
 Bay Area users: 104 users
 Los Angeles users: 82 users

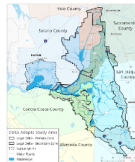
Web pages updated this month include:

- Council meetings,
- Delta ISB meetings,
- Events calendar,
- Blog library,
- Peer review,
- Adaptive management, and
- Frequently asked questions.

Frequently Asked Questions

Did you know?

- California's first National Heritage Area is in the Sacramento-San Joaquin Delta.
- 27 million Californians rely on the Delta for at least some portion of their water.
- The Delta Stewardship Council was created to align Delta decision-making with science.
- More than 750 plant and animal species can be found in the Delta.
- The Delta supports a \$50 billion global agricultural industry.



These facts and more can be found in the frequently asked questions below. Have a question about the Council or the Delta that is not listed? Ask us by emailing hello@deltacouncil.ca.gov.

The map of the Delta to the right was produced as part of the Council's Delta Adapts initiative, which aims to create a climate-resilient future for the Delta. Please click on the map to view it in a larger format.

Frequently Asked Questions - Delta Stewardship Council

Frequently Asked Questions - Sacramento-San Joaquin Delta

POPULAR WEB PAGES THIS MONTH

Council Meetings
154 users
Delta ISB Meetings
82 users
News Releases
41 users

VIEWERSHIP BY DEVICE

In a sampling of 1,807 users this month...

Desktop
83 % or 1,505 users
Mobile
16 % or 291 users
Tablet
1 % or 10 users

LISTSERV ANNOUNCEMENTS

10 listservs sent
 27 % open rate
 2 % click rate
 -1 new subscribers

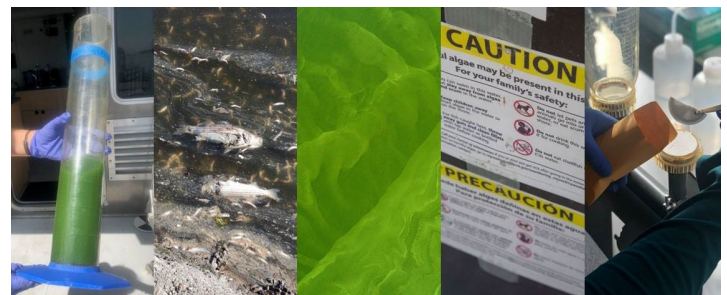
HIGHEST OPEN RATE

**Certification of Consistency Filed:
 Central Valley Flood Protection Plan**
 29 % of recipients opened, or 689 subscribers



HIGHEST LINK CLICK RATE

**New Blogs:
 Protecting the San Francisco Estuary from
 Harmful Algal Blooms**
 3 % of recipients clicked, or 67 subscribers



MEETING WEBCASTS

August 17 Delta ISB Meeting
 Live views: 23
 Archive views: 37
August 24 Council Meeting
 Live views: 38
 Archive views: 104

On average, Delta ISB meetings receive 50 archive views. On average, Council meetings receive 70 archive views.