



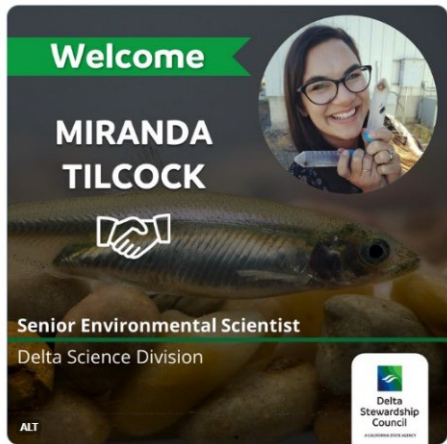
TWITTER/X

34 tweets
15.1k impressions
0 new followers

TAKE HOME MESSAGE

Our top tweet welcomed Senior Environmental Scientist Miranda Tilcock to our Delta Science Program staff. The tweet included a brief description of what she looks forward to in her new role, relevant hashtags, handle tags, and a graphic featuring a photo of Miranda.

Delta Stewardship Council @DeltaCouncil
Please join us in welcoming Senior Environmental Scientist Miranda Tilcock to our #SciComm, Synthesis, and Decision Support Unit!
She looks forward to collaborating with @ucsb_nceas on synthesis research and coordinating the next #BayDelta Science Conference.



FEATURED CONTENT

- **Events:** Council and Delta Independent Science Board (ISB) meetings, including the food-webs workshop, the Delta Plan Interagency Implementation Committee (DPIIC) meeting
- **#DeltaScienceSpot:** Peer review for CA Department of Water Resources' State Water Project Delivery Capability Report, the Delta Science Tracker as an information hub, a new issue of the Delta Breeze newsletter about the importance of open science, the science behind why leaves change color in the fall
- **Other:** DPIIC Delta Crosscut Budget Report, peer review of U.S. Bureau of Reclamation's Water Temperature Modeling Platform

INSTAGRAM

5 posts
8 stories
699 accounts reached
17 new followers



TAKE-HOME MESSAGE

Our post with the greatest reach and engagement (535 users, 60 engagements) was a carousel of photos welcoming eight new hires who joined the Council's staff from May through October. The post also directed users to check our job opportunities web page to learn about vacancies in the future.

LINKEDIN

1 update
104 page views
23 new followers



TAKE-HOME MESSAGE

Our only update this month announced the new issue of the Delta Breeze newsletter, focusing on open science efforts in the Delta. The post included high-level summaries of each article available in the issue and tagged authors.

FACEBOOK

3 posts
0 shared posts
2 new followers



TAKE-HOME MESSAGE

Our post with the highest impressions (86 users) gave notice of the Council's November meeting. The post alerted readers of the earlier-than-usual meeting date, due to the Thanksgiving holiday, and promoted that the agenda included items related to water quality, reducing reliance on the Sacramento-San Joaquin Delta, conveyance, and more.



WEBSITE

Highest viewership area

Sacramento Area: 452 users

Second-highest viewership area

Bay Area: 148 users

Third-highest viewership area

Los Angeles Area: 71 users

Web pages that were updated this month included:

- Council meetings,
- Delta ISB meetings,
- Events calendar,
- Delta Breeze,
- DPIIC initiatives, and
- Scientific peer review.

Delta Breeze

Understanding that effective science communication transforms information into knowledge, and knowledge into action, the Delta Science Program launched Delta Breeze, a newsletter focused on Delta science funding. Issues feature projects from recently funded research awards, highlight research findings and accomplishments, and more.

POPULAR WEB PAGES THIS MONTH

The Delta Plan

191 users

Events

191 users

Council Meetings

170 users

VIEWERSHIP BY DEVICE

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

Desktop

85 % or 1,535 users

Mobile

14 % or 262 users

Tablet

1 % or 10 users

LISTSERV ANNOUNCEMENTS

8 listservs sent

33 % open rate

2 % click rate

10 new subscribers

HIGHEST OPEN RATE

Notice of November 8-9

ISB Meeting

41 % of recipients opened, or 964 subscribers

HIGHEST LINK CLICK RATE

Delta Breeze Fall 2023

4 % of recipients clicked, or 87 subscribers

**New Issue:
Delta Breeze
Newsletter**

MEETING WEBCASTS

November 8-9 Delta ISB Meeting

Live views:

November 8: 36

November 9: 24

Archive views: 72

November 16 Council Meeting

Live views: 12

Archive views: 56

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