



### TWITTER/X

12 tweets  
5.9k impressions  
-5 new followers

#### TAKE HOME MESSAGE

Our top tweet celebrated World Water Day on March 22, highlighting that the Delta is a biodiversity hotspot that provides water to two-thirds of Californians and provides critical habitat to migrating species. We included relevant hashtags and a link to a recent article from the National Oceanic and Atmospheric Administration about how diverse habitats help salmon weather unpredictable climate changes.



#### FEATURED CONTENT

- **Events:** Delta Lead Scientist candidate seminar; State of the Estuary Conference updates; Council, Delta Independent Science Board, and Delta Agency Science Workgroup meetings; 2024 Bay-Delta Science Conference save the date
- **Other:** Justice, Equity, Diversity, Inclusion (JEDI) Officer role recruitment, Women’s History Month, Groundwater Awareness Week, new issue of San Francisco Estuary and Watershed Science, Take a Walk in the Park Day, proposed rulemaking for ecosystem-related regulations

### INSTAGRAM

2 posts  
6 stories  
14.1k accounts reached  
13 new followers



#### TAKE-HOME MESSAGE

Our top post celebrated Women’s History Month, featuring a portrait of and quote from Executive Officer Jessica R. Pearson. The post reflected on gender equality and Jessica’s career and included relevant hashtags. The communications team promoted this post by publishing an Instagram story.

### LINKEDIN

4 updates  
147 page views  
12 new followers



#### TAKE-HOME MESSAGE

Our top post advertised our new Justice, Equity, Diversity, and Inclusion (JEDI) Officer role, inviting applicants to apply via CalCareers. The post highlighted some of the responsibilities of the position and included relevant hashtags and a direct link to the job posting. The communications team boosted this post to maximize its reach on a career-centric platform, resulting in a significantly higher impression rate (over 11,000).

### FACEBOOK

8 posts  
5 shared posts  
0 new followers



#### TAKE-HOME MESSAGE

Our post with the highest reach promoted our JEDI Officer role. Similar to the LinkedIn post, this content included highlights of the position’s responsibilities, a relevant hashtag, and a direct link to the job posting. This post was not boosted.



## WEBSITE

### Highest viewership area

Moses Lake: 388 users

### Second-highest viewership area

Sacramento: 347 users

### Third-highest viewership area

Cheyenne: 330 users

Web pages that were updated this month included:

- Council Meetings,
- Delta Plan Interagency Implementation Committee Members,
- Events,
- Latest News,
- Delta Plan Regulations,
- Delta ISB Meetings,
- Delta ISB Members, and
- Council Products.

### Delta Independent Science Board Products

The Delta Independent Science Board (Delta ISB) provides oversight of the scientific research, monitoring, and assessment programs that support adaptive management in the Delta. This is achieved by reviewing "programs" by thematic areas or by reviewing specific products related to adaptive management, such as early drafts of the Delta Plan. For a complete list of Delta ISB products that are available in PDF format, please view the [products list](#). Current products that are available for download are below.

All Delta ISB reports and documents posted have been created to comply with Government Code section 11546.7 and referenced Web Content Accessibility Guidelines. For reports and documents with a date of publication from prior to July 2019, please e-mail [disb@deltacouncil.ca.gov](mailto:disb@deltacouncil.ca.gov) for a copy of the original product.

#### March 2024

- Letter: Review of the draft Cyanobacterial Harmful Algal Bloom Monitoring Strategy for the Sacramento-San Joaquin Delta

#### January 2024

- Letter: Comments on the Sacramento / Delta Draft Staff Report

## POPULAR WEB PAGES THIS MONTH

### Delta ISB Meetings

571 users

### About the Delta ISB

564 users

### Delta ISB Products

505 users

## VIEWERSHIP BY DEVICE

In a sampling of 2,984 users this month...

### Desktop

86 % or 2,656 users

### Mobile

13 % or 313 users

### Tablet

1 % or 15 users

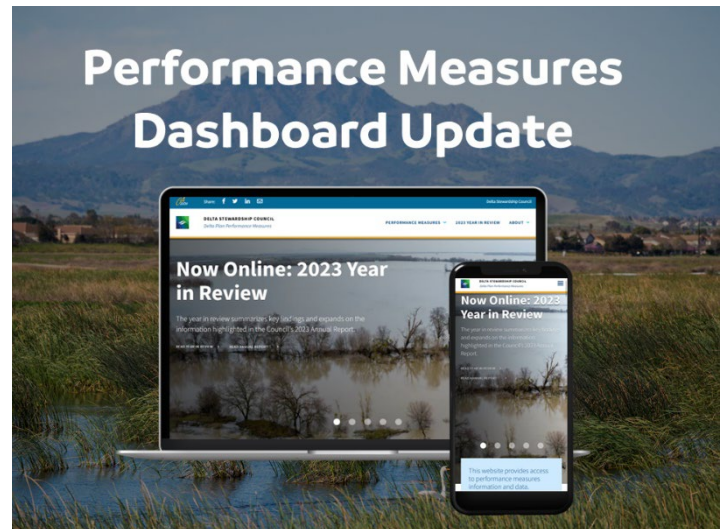
## EMAIL ANNOUNCEMENTS

8 listserv announcements sent

35 % open rate

9 % click rate

11 new subscribers (2,856 total)



## HIGHEST OPEN RATE

### Performance Measures Dashboard: Data Updates and 2023 Year in Review

48 % of recipients opened, or 1,144 subscribers

## HIGHEST LINK CLICK RATE

### Notice of March 22

### Delta Independent Science Board Meeting

25 % of recipients clicked, or 588 subscribers

## MEETING WEBCASTS

### March 1 Council Meeting

Live views: 39

Archive views: 57

### March 22 Delta ISB Meeting

Live views: 25

Archive views: 19

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