



TWITTER/X

19 tweets
8.9k impressions
15 new followers

TAKE HOME MESSAGE

Our top tweet promoted the call for abstracts for the 2024 Bay-Delta Science Conference. We tagged the United States Geological Survey, and Environmental Scientist Miranda Tilcock, who is helping to plan the event, shared this post multiple times with new information as it became available.



FEATURED CONTENT

- **Events:** Council and Delta Independent Science Board meetings, public hearing for the notice of proposed regulatory action regarding the ecosystem regulations, Science for Communities Workshop save the date, registration for the Delta Science Program’s “Understanding Food Web Dynamics from the San Francisco Estuary to the Pacific Ocean” symposium with UC Davis
- **Other:** Brown-Nichols Science Award nomination period, promotion of three job openings, a due date extension for the 2025 research award letters of intent, information about the Suisun Adaptive Management Advisory Team’s activities (featuring a photo sent by Deputy Executive Officer for Science Henry DeBey)

INSTAGRAM

2 posts
9 stories
420 accounts reached
24 new followers



TAKE-HOME MESSAGE

Our top post was a carousel of photos from the art exhibits previously displayed at Bay-Delta Science Conferences. The post included a caption calling for abstracts and relevant hashtags. It was accompanied by an Instagram story directing followers to the BDSC website.

LINKEDIN

8 updates
163 page views
12 new followers

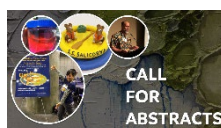


TAKE-HOME MESSAGE

Our top posts promoted environmental scientist job openings in the Delta Science Program’s Collaborative Science & Peer Review Unit and the Council’s new Climate Change & Environmental Justice Unit. The posts included relevant hashtags and links to the job postings on CalCareers.

FACEBOOK

11 posts
3 shares earned
2 new followers



TAKE-HOME MESSAGE

Our post with the highest reach was the call for abstracts for the upcoming Bay-Delta Science Conference. This post featured a collage of photos demonstrating artwork at previous conferences, including sculptures, posters, and presentations.



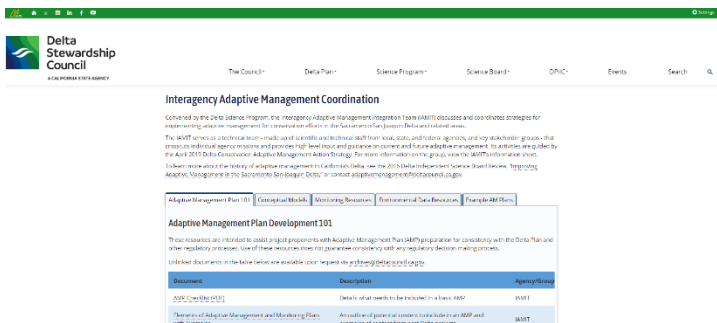
WEBSITE

Total visitors
3.9k

Average time spent on site
4 minutes

Web pages that were updated this month included:

- Council Meetings,
- Research Awards,
- Delta ISB Meetings,
- Ecosystem Regulations,
- Interagency Adaptive Management Coordination,
- Grand Challenges Essay, and
- Events.



POPULAR WEB PAGES THIS MONTH

Council Meetings
850 users

Research Awards
204 users

Delta Plan
200 users

VIEWERSHIP BY DEVICE

In a sampling of 3,863 users this month...

Desktop
86 % or 3,515 users

Mobile
13 % or 342 users

Tablet
1 % or 6 users

EMAIL ANNOUNCEMENTS

11 listserv announcements sent
49 % open rate
22 % click rate
7 new subscribers (2,873 total)



HIGHEST OPEN RATE

Notice of May 22
Delta Independent Science Board Meeting
50 % of recipients opened, or 1,167 subscribers

HIGHEST LINK CLICK RATE

Notice of May 23 Council Meeting
33 % of recipients clicked, or 762 subscribers



MEETING WEBCASTS

May 22 Delta ISB Meeting
Live views: 33
Archive views: 31

May 23 Delta Stewardship Council Meeting
Live views: 52
Archive views: 48

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