



JANUARY ANNOUNCEMENT HOLD

At the request of the Governor’s Office, announcements and social media content were placed on hold from January 8 to January 18 unless they were related to Los Angeles fire response, safety information, or recovery efforts.

X/TWITTER

5 tweets
NA impressions
-42 new followers

Our number of followers on X continues to decrease as the platform loses popularity.

TAKE HOME MESSAGE

Our tweet that gained the most attention this month promoted the Council’s 2024 Annual Report. The tweet featured an eye-catching graphic, a brief overview of the report’s theme, “Reflecting on Growth and Collaboration,” and a link to the interactive storymap.



Reflect on the Council’s growth and collaboration last year with an interactive storymap highlighting our work here rebrand.ly/dscAR2024.



FEATURED CONTENT

- **Events:** Council meeting and a save-the-date for the two-day Delta Science Plan Workshop coming up in February
- **Other:** Extension of the Delta Adapts Draft Adaptation Plan’s public comment period to February 18 and promotion of the final report of the Water Education Foundations’ 2024 Water Leaders Program, which included our Environmental Program Manager Eva Bush

INSTAGRAM

1 post
1 story
276 accounts reached
19 new followers



TAKE-HOME MESSAGE

Our post on this platform promoted the 2024 Annual Report. It included Delta Stewardship Council Executive Officer Jessica R. Pearson’s audio quote, highlighting our agency’s commitment to advancing climate adaptation and Justice, Equity, Diversity, and Inclusion (JEDI). It was accompanied by an Instagram story that included this quote, giving viewers a sneak preview of the report’s content.

LINKEDIN

4 updates
92 page views
7 new followers



TAKE-HOME MESSAGE

Our top post announced the 2024 Annual Report. The post highlighted the welcome section by Chair Julie Lee and an audio quote provided by Executive Officer Jessica R. Pearson. It linked viewers to the storymap and encouraged subscribing to our email announcements for updates on our activities throughout the year.

FACEBOOK

3 posts
2 shares earned
3 new followers



TAKE-HOME MESSAGE

Like all other platforms, our best-performing content was the 2024 Annual Report, which reached 61 followers and included links to the report and email announcement subscription.



WEBSITE

Total visitors

4.3k

Average time spent on site

3 minutes

Web pages that were updated this month included:

- Delta Adapts,
- Council Meetings,
- Delta ISB Meetings, and
- Events.



Delta Adapts: Creating a Climate Resilient Future

About

Climate changes increase risk to California's water supply, economy, biodiversity, residents, and more. In the Sacramento-San Joaquin Delta, climate change will decrease water quality, increase stress on species that thrive in the region's ecosystems, and put more pressure on levees that protect residents, farmland, and public utilities from flooding. There is a critical need for regional adaptation rooted in science-based decision-making to address these impacts and reduce the Delta's vulnerability to climate change.

The Council is leading a two-part climate initiative called "Delta Adapts," which takes a comprehensive, regional approach to climate resiliency that cuts across regional boundaries and commits to collaboration across State, local, and regional levels. The initiative began with a climate change **Vulnerability Assessment** for the Delta and Suisun Marsh, published in June 2021. Read this **information sheet** ([lea la hoja informativa del proyecto en español](#)) for a summary of the Delta Adapts initiative and the Vulnerability Assessment.

POPULAR WEB PAGES THIS MONTH

Events Calendar

2,546 users

Council Meetings

2,272 users

News Releases

1,978 users

VIEWERSHIP BY DEVICE

In a sampling of 4,300 users this month...

Desktop

91 % or 3,937 users

Mobile

8 % or 335 users

Tablet

1 % or 28 users

EMAIL ANNOUNCEMENTS

8 listserv announcements sent

41 % open rate

4 % click rate

-2 new subscribers (2,937 total)



HIGHEST OPEN RATE

Now Online: Our 2024 Annual Report

54 % of recipients opened, or 1,238 subscribers

HIGHEST CLICK RATE

Now Available – Draft Determination on Appeals of Certification of Consistency

7% of recipients clicked, or 164 subscribers

MEETING WEBCASTS

January 23 Council Meeting

Live views: 125

Archive views: 63

January 29 ISB Meeting

Live views: 43

Archive views: 15

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