



*The Communications Team is monitoring the decreasing follower trend on this platform.*

## X

14 tweets

-2 new followers

### TAKE HOME MESSAGE

This month, the post that gained the most attention on this platform celebrated the adoption of the Delta Adapts Adaptation Plan. The series of tweets gave a broad overview of the plan, using relevant hashtags and visuals, and was shared by the California Natural Resources Agency, Sacramento-San Joaquin Delta Conservancy, and the Public Policy Institute of California Water Policy Center accounts.



**Delta Stewardship Council**  
@DeltaCouncil



Today, California took a historic step toward **#climate** resilience in the **#sacdelta!**

The Delta Stewardship Council has officially adopted the region's first-ever comprehensive **#climateadaptation** plan. 🌍🌱

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### FEATURED CONTENT

- **Events:** Council and Delta Independent Science Board meetings
- **Other:** A new issue of the San Francisco Estuary and Watershed Sciences, which featured articles written by current and former Council staff, promotion of our email announcements and social media platforms, California Invasive Species Action Week content, open environmental scientist positions within the Delta Science Program

*The Communications Team is monitoring the increasing follower trends on these platforms.*

## INSTAGRAM

1 post

3 stories

366 accounts reached

10 new followers



### TAKE-HOME MESSAGE

Our top post on this platform also promoted the adoption of the Delta Adapts Adaptation Plan. The caption gave a high-level summary of the Plan and directed followers to the Delta Adapts web page.

## LINKEDIN

3 updates

143 page views

45 new followers



### TAKE-HOME MESSAGE

Our Delta Adapts content also performed well on LinkedIn this month. Shared several times by internal staff and external partners, the post included relevant hashtags and a link to the Delta Adapts web page.

## FACEBOOK

3 posts

3 shares earned

1 new follower



### TAKE-HOME MESSAGE

Similar to other social media platforms, our best-performing content was the adoption of the Delta Adapts Adaptation Plan. Our Delta sister agencies, the Delta Conservancy and Delta Protection Commission, also shared this post on their Facebook pages.



## WEBSITE

### Total visitors

4k

### Average time spent on site

2 minutes

Web pages that were updated this month included:

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

## EMAIL ANNOUNCEMENTS

5 listserv email announcements sent

37 % open rate

4 % click rate

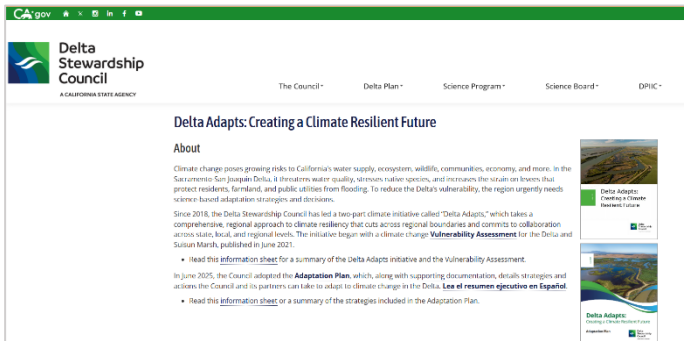
-1 new subscribers (3,019 total)

## HIGHEST OPEN & CLICK RATE

### Notice of June 26 Council Meeting

38 % of recipients opened, or 880 subscribers

4% of recipients clicked, or 94 subscribers



## POPULAR WEB PAGES THIS MONTH

### Council Meetings

2,071 users

### News Releases

798 users

### Outgoing Correspondence

658 users

## VIEWERSHIP BY DEVICE

In a sampling of 4,034 users this month...

### Desktop

86 % or 3,496 users

### Mobile

7 % or 271 users

### Tablet

7 % or 267 users



## MEETING WEBCASTS

### June 11 Delta ISB Meeting

Live views: 35

Archive views: 71

### June 26 Council Meeting

Live views: 67

Archive views: 116

On average, Delta ISB meetings receive 14 archive views, and Council meetings receive 30 archive views.