



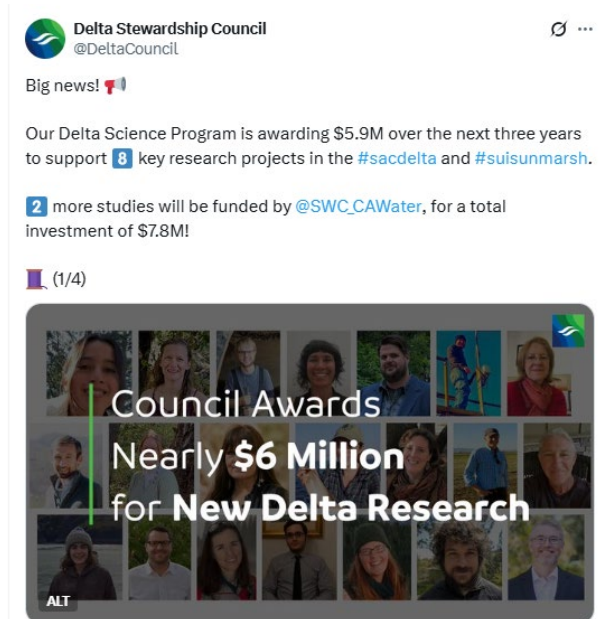
The Communications Team is monitoring the decreasing follower trend on this platform.

X

15 tweets
-2 new followers

TAKE HOME MESSAGE

This month, our most popular content was a series of tweets announcing the 2025 Delta Research Awards. The tweets included quotes from and photos of Council Chair Julie Lee and Delta Lead Scientist Dr. Lisamarie Windham-Myers, along with a broad overview of the topics being covered by the selected research projects. They also included graphics, handles, hashtags, and a link to learn more.



FEATURED CONTENT

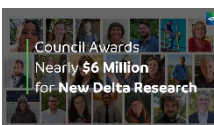
- **Events:** 2025 Adaptive Management Forum, Council and Delta Independent Science Board meetings
- **Other:** Independent Peer Review for the Hydraulic Engineering Center's Reservoir Simulation model, a new blog about sustainable farming from Senior Environmental Scientist Annike Ragsdale, and an Information Technology vacancy in our administration division

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

INSTAGRAM

2 posts
4 stories
529 accounts reached
11 new followers

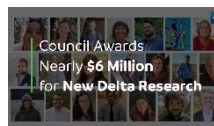
TAKE-HOME MESSAGE



Our top post promoted the 2025 Delta Research Awards. Much like on X, the caption included quotes from Chair Lee and Dr. Windham-Myers, an overview of the topics being researched, and directed followers to learn more on our recently updated research awards web page (linked in our bio).

LINKEDIN

10 updates
165 page views
44 new followers



TAKE-HOME MESSAGE

The 2025 Delta Research Awards also earned top engagement on LinkedIn. This career-focused platform allowed us to tag Chair Lee and Dr. Windham-Myers, which contributed to the post's extended reach on LinkedIn.

FACEBOOK

7 posts
3 shares earned
4 new followers



TAKE-HOME MESSAGE

Like other social media platforms, our best-performing content celebrated the Delta Research Awards. For this platform, the Communications Team created an eye-catching graphic with Chair Lee's portrait and her quote regarding the importance of consistent research funding.



WEBSITE

Total visitors

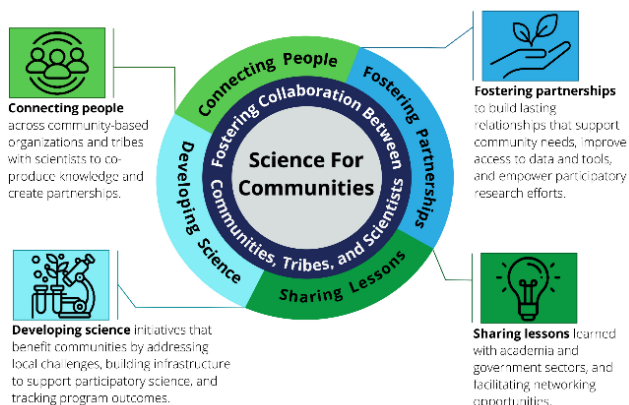
3.8k

Average time spent on site

1 minute

Web pages that were updated this month included:

- Council Meetings,
- Delta ISB Meetings,
- Events,
- Research Awards,
- Peer Review,
- Adaptive Management, and
- Science for Communities.



POPULAR WEB PAGES THIS MONTH

Council Meetings

607 users

Delta ISB Meetings

548 users

Delta Plan

486 users

VIEWERSHIP BY DEVICE

In a sampling of 3,784 users this month...

Desktop

92 % or 3,506 users

Mobile

7 % or 274 users

Tablet

1 % or 4 users

EMAIL ANNOUNCEMENTS

10 listserv email announcements sent

37 % open rate

4 % click rate

2 new subscribers (3,021 total)

HIGHEST OPEN RATE

July 2025 Meetings

38 % of recipients opened, or 886 subscribers

HIGHEST CLICK RATE

Council Awards Nearly \$6 Million for New Delta Research

6% of recipients clicked, or 132 subscribers



MEETING WEBCAST

July 24 Council Meeting

Live views: 49

Archive views: 49

No July Delta ISB Meeting

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