

LINKEDIN

10 updates
87 page views
26 new followers

TAKE-HOME MESSAGE

This month's top-clicked post announced the release of the Council's 2025 Annual Report, presented as an interactive storymap. The post featured a quote from Executive Officer Jessica R. Pearson that emphasized how people are at the center of the Council's work, reinforcing a key theme from the report. A direct link made it easy for audiences to view the report, while relevant hashtags helped extend the post's reach. A bright graphic highlighting the report cover, which depicts workshop participants, further reinforced the theme of "Adapting Together."



FEATURED CONTENT

- **Events:** Council and Delta ISB meetings
- **Other:** Job opportunity for an accounting officer, a new issue of San Francisco Estuary and Watershed Science featuring an article co-authored by Environmental Program Manager Dylan Chapple and former California Sea Grant State Fellow Margot Mattson, a California WaterBlog entry by Environmental Scientist Kim Luke, the Fiscal Year 2023-2024 Sacramento-San Joaquin Delta Crosscut Budget Report, a new blog from Senior Environmental Scientist Hollis Jones and Environmental Program Manager Rachael Klopfenstein focusing on social science integration at the Council, the 2022-2026 Science Action Agenda Snapshot

X

7 tweets
0 new followers



TAKE-HOME MESSAGE

Our most viewed tweet promoted the December Council meeting by tagging the California Natural Resources Agency as the meeting location, as well as the United States Geological Survey and the Metropolitan Transportation Commission as presenters. The post also offered a brief overview of key agenda items, helping to set expectations and encouraging readers to click through to the meeting notice for more details.

INSTAGRAM

2 posts
4 stories
245 accounts reached
8 new followers

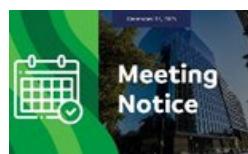


TAKE-HOME MESSAGE

Our top post promoted the Council's final blog of 2025, which focused on what we have to show for five years of social science integration in Delta management, and included an excerpt describing how humans are a central part of ecosystems. Accompanied by photos of the authors, the post also used relevant hashtags and emojis.

FACEBOOK

2 updates
164 page visits
1 new follower



TAKE-HOME MESSAGE

Similar to X, our most viewed post on Facebook promoted the December 18 Council meeting. The caption provided a brief overview of key agenda items, location details, and a link to the meeting notice.



WEBSITE

Total visitors

5.8k

Average time spent on site

7 minutes

Web pages that were updated this month included:

- Council Meetings,
- Delta ISB Meetings,
- Science Action Agenda,
- Delta Plan Interagency Implementation Committee Initiatives,
- Blogs,
- Events, and
- Annual Reports.



POPULAR WEB PAGES THIS MONTH

Public Participation

2,802 users

Delta Plan Amendments

1,929 users

Delta ISB Meetings

1,599 users

VIEWERSHIP BY DEVICE

In a sampling of 5,766 users this month...

Desktop

95 % or 5,505 users

Mobile

4 % or 258 users

Tablet

1 % or 3 users

EMAIL ANNOUNCEMENTS

Total listserv email announcements sent

7

Average open rate

34 %

Average click rate

2 %

Net new subscribers

-11

Total subscribers

3,026

HIGHEST OPEN RATE

Promotion of December 2025 Meetings

36 % of recipients opened, or 822 subscribers

HIGHEST CLICK RATE

Notice of December 18 Council Meeting

3 % of recipients clicked, or 75 subscribers



MEETING WEBCASTS

December 5 Delta ISB Meeting

Live views: 72

Archive views: 34

December 18 Council Meeting

Live views: 71

Archive views: 36

Live views include all real-time viewers via AdminMonitor, YouTube, and/or Zoom, including internal staff and external viewers.

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