



### LINKEDIN

8 updates  
102 page views  
11 new followers

#### TAKE-HOME MESSAGE

This month’s most-liked post promoted a new interactive storymap from our former California Sea Grant State Fellow, Vivian Sieu, who recently completed her time with our agency. Her storymap, “Weaving the Delta’s Story: Research in Action,” provided an overview of the 2021 Delta Science Program-funded projects and emphasized why the work matters to decision-makers, communities, and beyond. The post also included relevant tags and hashtags, an eye-catching graphic, and a quote from Vivian explaining why she chose the storymap as her fellowship project.



#### FEATURED CONTENT

- **Events:** Council and Delta Independent Science Board meetings, a February 24 Delta Science Program independent scientific peer review public meeting
- **Other:** A reminder and extension of the Draft Delta Science Plan public comment opportunity, Communication Manager Brittany Young being selected for the Water Education Foundation’s 2026 Water Leaders Program, and a new blog focused on the Spinning Salmon Program, which places Chinook salmon juveniles in high school classrooms so students can observe and collect data

### X

6 tweets  
-9 new followers



#### TAKE-HOME MESSAGE

Our most viewed tweet used a GIF of Patrick Stewart in Star Trek saying “there’s still time” to promote the public comment period for the Draft 2026 Delta Science Plan. The caption included the #SacDelta hashtag and linked to more information on how to submit comments. The California Natural Resources Agency account shared the post.

### INSTAGRAM

0 posts  
4 stories  
171 accounts reached  
17 new followers



#### TAKE-HOME MESSAGE

Our top story celebrated the 2026 cohort of California Water Leaders, which includes Communications Manager Brittany Young. Water Education Foundation tagged the cohort’s agencies in its post, allowing us to share the post on our story in a timely manner.

### FACEBOOK

2 updates  
279 page visits  
2 new followers



#### TAKE-HOME MESSAGE

Our top post promoted the January 16 Delta ISB meeting. The caption included an overview of the meeting topics and tagged the Sacramento-San Joaquin Delta Conservancy account as a presenter. The Conservancy account also shared the post with its audience.



## WEBSITE

### Total visitors

5.3k

### Average time spent on site

7 minutes

Web pages that were updated this month included:

- Council Meetings,
- Delta ISB Meetings,
- Peer Reviews,
- Blogs, and
- Events.



## POPULAR WEB PAGES THIS MONTH

### Public Participation

2,610 users

### Frequently Asked Questions

2,511 users

### Delta ISB Meetings

2,201 users

## VIEWERSHIP BY DEVICE

In a sampling of 5,277 users this month...

### Desktop

93 % or 4,948 users

### Mobile

6 % or 319 users

### Tablet

1 % or 10 users

## EMAIL ANNOUNCEMENTS

### Total listserv email announcements sent

7

### Average open rate

37 %

### Average click rate

3 %

### Net new subscribers

22

### Total subscribers

3,047

## HIGHEST OPEN RATE

### Promotion of January 2026 Meetings

39 % of recipients opened, or 873 subscribers

## HIGHEST CLICK RATE

### Reminder - Public Comments Wanted:

### Draft 2026 Delta Science Plan

5 % of recipients clicked, or 109 subscribers



## MEETING WEBCASTS

### January 16 Delta ISB Meeting

Live views: 17

Archive views: 73

### January 22 Council Meeting

Live views: 29

Archive views: 116

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 51 archive views, and Council meetings receive 52 archive views.