



LINKEDIN

13 updates (*average*)

146 page views (*above average*)

37 new followers (*above average*)

TAKE-HOME MESSAGE

Our top post called for applications to be our next deputy executive officer for science. The caption outlined ideal experiences for candidates and included a bright visual with photos of research funded by our Delta Science Program. The post was shared by 10 individuals, including Executive Officer Jessica R. Pearson, and 38 people clicked the link to visit the job posting on CalCareers.



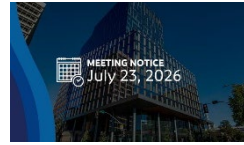
FEATURED CONTENT

- **Events:** Delta Stewardship Council and Delta Independent Science Board meetings, our Interweaving Traditional Knowledge Roundtable Series, 2026 Bay Delta Science Conference registration, a webinar focused on the recent LiDAR survey of the Bay-Delta, Disability Pride Month
- **Other:** Governor's "California Salmon Strategy for a Hotter, Drier Future: Second Progress Report" press release (which named the Council as a partner), the release of the 15 Years of the Delta Reform Act accomplishments report, Lori Martinez as our new deputy executive officer for administration, our information technology specialist vacancy, maps made by Council staff Megan Thomson and Michelle Stern for the 2026 Esri User Conference, a Lead Scientist Report on algal blooms, a new issue of San Francisco Estuary and Watershed Science, a final report summarizing the Salinity Management Workshops

X

6 tweets (*below average*)

1 new follower (*above average*)



TAKE-HOME MESSAGE

Our most viewed tweet promoted the July Council meeting. The caption included a brief overview of agenda items, a link to the meeting notice, relevant hashtags, and tags for the San Joaquin Council of Governments, which presented at the meeting, and the meeting location, the California Natural Resources Agency.

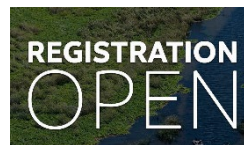
INSTAGRAM

2 posts (*average*)

4 stories (*average*)

453 accounts reached (*average*)

12 new followers (*average*)



TAKE-HOME MESSAGE

Our top post promoted open registration for the 2026 Bay-Delta Science Conference, directing readers to the registration link in our bio. The caption also included information about early bird pricing and relevant emojis.

FACEBOOK

5 updates (*above average*)

351 page visits (*above average*)

3 new followers (*average*)



TAKE-HOME MESSAGE

Our most-liked post promoted the recently released "15 Years of Progress, Rising to the Challenge of the Delta Reform Act" report, developed in partnership with our sister agencies, the Sacramento-San Joaquin Delta Conservancy and the Delta Protection Commission. The report captured key accomplishments and efforts to advance the California Legislature's vision for a more resilient Delta, as well as what comes next.



WEBSITE

Total visitors

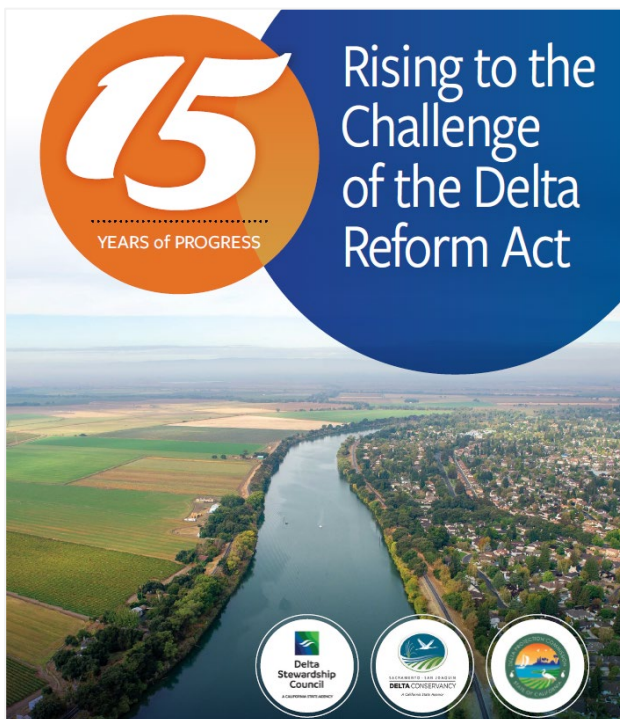
10k *(above average)*

Average time spent on site

1.5 minutes *(below average)*

Web pages that were updated this month included:

- Council Meetings,
- Delta ISB Meetings,
- Executive Team,
- Bay-Delta Science Conference,
- Events, and
- About the Council.



POPULAR WEB PAGES THIS MONTH

Events Calendar

About the Council

Council Meetings

VIEWERSHIP BY DEVICE

In a sampling of 10,264 users this month...

Desktop

97 % or 10,039 users

Mobile

2 % or 219 users

Tablet

1 % or 6 users

EMAIL ANNOUNCEMENTS

Total listserv email announcements sent

7 *(below average)*

Average open rate

38 % *(average)*

Average click rate

3 % *(average)*

Net new subscribers

3 *(below average)*

Total subscribers

3,150

HIGHEST OPEN & CLICK RATE

New Report: 15 Years of Progress – Rising to the Challenge of the Delta Reform Act

42 % of recipients opened, or 974 subscribers

7 % of recipients clicked, or 156 subscribers



MEETING WEBCASTS

July 16 Delta ISB Meeting

Live views: 44

Archive views: 73

July 23 Council Meeting

Live views: 44

Archive views: 41

Live views include all real-time viewers via Admin Monitor, YouTube, and/or Zoom, including internal staff and external viewers. The archive view count was compiled from Admin Monitor and YouTube as of July 31.

On average, Delta ISB meetings receive 51 archive views, and Council meetings receive 52 archive views.