

2025 Sacramento-San Joaquin Delta Week

Social Toolkit

Sacramento-San Joaquin Delta Conservancy

Delta Protection Commission

Delta Stewardship Council

The goals of Sacramento-San Joaquin Delta Week are to increase public awareness of the Delta's importance to all Californians and celebrate the people, flora, and fauna that call the region home.

This toolkit provides information about the Delta, sample social media posts, virtual meeting backgrounds, and other resources that people can use for Delta Week (September 21-27, 2025).

Delta Week Background

Sen. Bill Dodd's [Senate Concurrent Resolution 119](#) established Delta Week in 2022 and is celebrated annually during the last full week of September. As the resolution affirms, Delta Week honors the significance of the region's contributions to a higher quality of life for all Californians.

Why the Delta Matters

Located inland from the San Francisco Bay, the Delta is formed by the union of the Sacramento and San Joaquin rivers. Those rivers mingle with smaller tributaries and tidal flows from the ocean to form the highly biodiverse and productive San Francisco Bay-Delta Estuary. The Delta region spans parts of five counties – Contra Costa, Sacramento, San Joaquin, Solano, and Yolo – and is home to more than half a million people.

The Delta is important for many reasons. Some include:

- Provides a portion of the water used by about 27 million Californians.
- Supports one of the largest estuaries on the West Coast of North and South America.
- Creates habitat for more than 750 plant and animal species, including 55 fish species, some of which are found nowhere else in the world!
- Offers migratory birds an important stop along the Pacific Flyway.
- Contains more than 500,000 acres of agricultural land that provides food for worldwide distribution.
- It's a world-class recreational destination, attracting about 12 million visitors per year.
- Serves as California's first National Heritage Area, designated in 2019.

Social Media Graphics and Virtual Backgrounds

Instagram 4:5 (1080px x 1350px)

- [Option 1](#)
- [Option 2](#)
- [Option 3](#)

[Square \(1080px x 1080px\)](#)

[LinkedIn \(1200px x 627px\)](#)

Virtual Meeting Backgrounds (1920px x 1080px)




- [Option 1](#)
- [Option 2](#)

Sample Social Media Posts

Below are ideas for Delta Week social posts that can be adapted to fit your organization's needs.

Example 1

 It's Sacramento-San Joaquin Delta Week! 

Did you know the Delta is a vital region that supplies water to millions, supports local agriculture, and is home to diverse plant and animal species?   

Join us in celebrating everything that makes the Delta unique. ✨

Example 2

From farmers to fishers, boaters to birdwatchers, and families who call this region home, the Sacramento-San Joaquin Delta brings people together. ❤️

During Delta Week (September 21-27, 2025), we celebrate the people who care for this special place and the partnerships that will protect it for generations to come. 💪

Share this post to help spread the word! 🔔

Example 3

It's Sacramento-San Joaquin Delta Week, an annual celebration of all things Delta! ❤️

What does the Delta mean to you? Tell us below 🙋

Example 4

🎉 Happy Sacramento-San Joaquin Delta Week! Taking place during the last full week of September each year, Delta Week is a time to highlight what makes the region so special.

📷 Share a photo of your favorite Delta spot!

Let's connect!

Tag the three Delta state agencies in your social posts to help spread the word:

Delta Conservancy

- [Instagram](#)
- [Facebook](#)
- [LinkedIn](#)
- [X](#)
- [YouTube](#)
- [Threads](#)

Delta Protection Commission

- [Instagram](#)
- [Facebook](#)
- [LinkedIn](#)
- [X](#)
- [YouTube](#)
- [Threads](#)

Delta Stewardship Council

- [Instagram](#)
- [Facebook](#)
- [LinkedIn](#)
- [X](#)
- [YouTube](#)

Helpful Resources

- [Meet the Delta's State Agencies Information Sheet](#)
- [Sacramento-San Joaquin Delta National Heritage Area Fact Sheet](#)
- [2023 Delta Residents Survey](#)
- [Sacramento-San Joaquin Delta Socioeconomic Indicators](#)
- [Sign up for updates from the Delta Conservancy](#)
- [Sign up for updates from the Delta Protection Commission](#)
- [Sign up for updates from the Delta Stewardship Council](#)