

South Bay Cities Council of Governments

September 23, 2021

TO: SBCCOG Board of Directors

FROM: SBCCOG Steering Committee

SUBJECT: Top Social Media Posts & Email Marketing Campaigns (*August*):

Adherence to Strategic Plan:

Goal A: Environment, Transportation, and Economic Development. Facilitate, implement, and/or educate members and others about environmental, transportation, and economic development programs that benefit the South Bay.

Channel	Post	Exposure	Engagements (<i>clicks, shares, comments</i>)
SBESC Facebook	<u>“Have any hazardous household products around the house that you're not sure what to do with? Round them up and bring them to this drive-through event...”</u>	38 impressions	1 engagement
SBCCOG Facebook	<u>“The @SBCCOG wrote a letter to Governor Gavin Newsom imploring him to veto Senate Bill 9, if it should reach his desk. Please take a moment to listen to @SBCCOG board members share why it's important for the legislature to defeat this bill...”</u>	517 impressions	51 engagements
SBESC Twitter	<u>“Have any hazardous household products around the house that you're not sure what to do with? Round them up and bring them to this drive-through event...”</u>	139 impressions	6 engagements
SBCCOG Twitter	<u>“The @SBCCOG wrote a letter to Governor Gavin Newsom imploring him to veto Senate Bill 9, if it should reach his desk. Please take a moment to listen to @SBCCOG board members share why it's important for the legislature to defeat this bill...”</u>	7,618 impressions	233 engagements
Email Marketing	SB 9 Video	15,086 recipients (20% open rate)	12% click through rate

Social Media Followers – Year-Over-Year Comparison (*August*):

SBCCOG	2020	2021	Percent Increase
Twitter	267	339	27%
Facebook	135	195	44%
LinkedIn	139	155	12%
SBESC	2020	2021	
Twitter	554	575	4%
Facebook	750	757	0.01%

Earned Media Placements

Outlet	Link	Headline	Date	Quality	Relevance	Sentiment
CAFWD	https://cafwd.org/news/broadband-innovations-offer-strategies-and-approaches-for-closing-the-digital-divide/	Broadband Innovations Offer Strategies and Approaches for Closing the Digital Divide	7/20/21	High	High	Positive
Christian Science Monitor	https://www.csmonitor.com/Environment/2021/0721/Seas-are-rising.-Will-California-s-managed-retreat-ease-fears	Seas are rising. Will California’s ‘managed retreat’ ease fears	7/21/21	High	Medium	Neutral
The Japan Times	https://www.japantimes.co.jp/news/2021/07/22/world/california-coastal-retreat/	California weighs First Step in “Managed Retreat” from rising Pacific	7/21/21	High	Medium	Neutral
Sight Magazine	https://www.sightmagazine.com.au/columns/postcards/21053-postcards-california-weighs-first-step-in-managed-retreat-from-rising-pacific	Postcard: California Weighs First Step in ‘Managed Retreat’ from Rising Pacific	7/23/21	High	Medium	Neutral
Spectrum News 1	https://spectrumnews1.com/ca/la-west/homelessness/2021/08/20/successful-redondo-beach-homeless-court-serves-as-prototype-for-south-bay	Successful Redondo Beach Homeless Court serves as prototype for South Bay	8/20/21	Medium	High	Positive