

# South Bay Cities Council of Governments

DATE: February 10, 2014

TO: Steering Committee

FROM: Jacki Bacharach, SBCCOG Executive Director

SUBJECT: SBESC Social Media Year End Report: January 2013 – December 2013

The social media presence of the South Bay Environmental Services Center (SBESC) has grown steadily over the course of 2013, seeing an increase in likes on our Facebook page, followers of our Twitter account and followers of our LinkedIn profile. Below is a summary of this progression, complete with descriptions of each of the social media platforms and tools currently being used at SBESC.

## **Facebook:**

At the end of January our Facebook page had 189 likes. By December, the Center had 278. Currently, we are capable of tapping into an additional audience of more than 200,000 people, which is the number of friends of those who have liked our page. We continue engagement with West Basin Municipal Water District and Metro ExpressLanes through the cross-pollination of each other's Pages via liking and sharing posts.

### *Metrics (Averages Compiled Since January, 2013):*

Daily People Talking About This - The number sharing stories about our page. These stories include liking our Page, posting to our Page's Wall, liking, commenting on or sharing one of our Page posts, answering a Question we posted, RSVPing to one of our events, mentioning our Page, phototagging your Page or checking in at your Place: **1**

Daily Reach of Page Posts -The number who saw any of our Page posts: **33**

Daily Total Consumers - The number who clicked on any of our content. Clicks generating stories are included in "Other Clicks." Stories generated without clicks on page content (e.g., liking the page in Timeline) are not included: **4**

## **Twitter:**

In January, our Twitter account had 143 followers. As of the end of December, SBESC had 231. Over the course of 2013, we have been @mentioned 249 times and retweeted 99 times. Notably, we have been followed by such elected officials as SBCCOG Chair & Mayor Pro Tem Dan Medina, Steve Napolitano – Deputy to Los Angeles County Supervisor Don Knabe, Councilman Mike DiVirgilio and Gloria Gray – West Basin MWD Board Member in the second half of 2013. Interaction and recognition from Southern California Edison, Southern California Gas Company, Metro's ExpressLanes as well as various online newsletters that feature our tweets (on a weekly basis) continue to circulate our name and message to a larger following.

## **LinkedIn Profile Page:**

SBESC's LinkedIn profile page has been updated with relevant program and partner information while more than tripling its 11 followers to 34. Content shared on Facebook and Twitter is now posted as "updates" via Hootsuite onto our LinkedIn profile page as well. As our following base

grows, this content sharing capability should further engage professionals interested not just in what we are doing but also what employment opportunities might surface between us and our partners.

**Klout:**

*Klout is a social media tool that ranks one’s sphere of influence in social media and internet presence based on a number of variables.*

*“Klout measures influence based on your ability to drive action on social networks, and has begun to incorporate real-world influence. Klout makes the Web better by providing a standard measurement for content creators to help drive more engaging and relevant content for everyone.*

*The Klout Score is a number from 1-100 that represents the aggregation of multiple pieces of data about your social network activity. We compute the Klout Score by applying our score model to these signals.” - <http://klout.com/corp/kscore>*

SBESC’s current Klout score is 43.

*\*The average Klout score is 40.*

**Hootsuite:**

*Hootsuite is a social media tool that functions as a “one-stop shop” for multiple social media platforms. One can monitor and post to each social media platform in Hootsuite. Such a tool makes it possible to keep track of one’s collective social media activity and post content to multiple platforms simultaneously (in our case, to Facebook, Twitter and now, LinkedIn).*

Ow.ly Click Summary:

During the past year, links generated on Hootsuite that lead to our website garnered 211 clicks (see attached for summary report).

**City Working Group:**

In October, the SBCCOG hosted a meeting of the social media staff in our cities. It was a very good opportunity to share information and learn from each other. They decided to meet every 6 months with the next meeting to be in March. In the interim, SBCCOG is starting a Linked In Group for this group to continue to share information.

**RECOMMENDATIONS**

Survey our database to:

- Determine what social media tools they use.
- Are they familiar with our social media tools.
- What subject matter they are interested in when they use social media.

With meaningful input from our target audience, more informed decisions can be made about the value of launching into further into the social media arena.

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