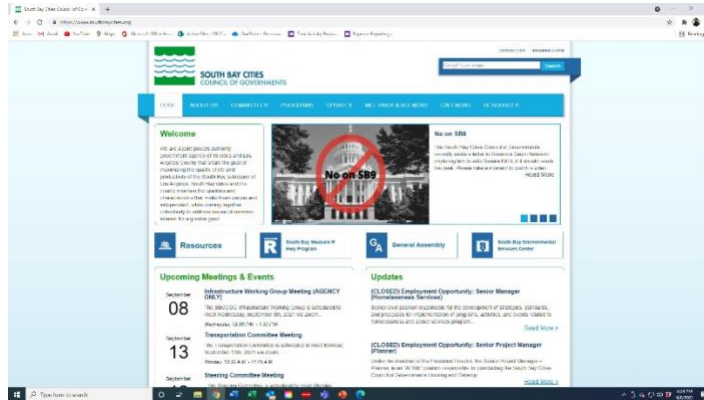




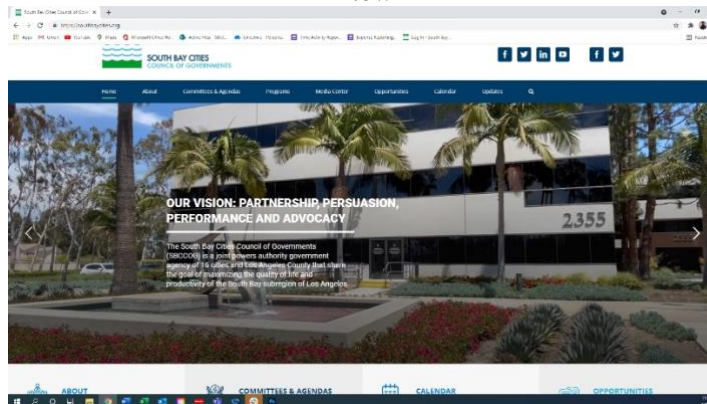
Media Report – September

Launched Website September 24

Old



New



Videos

Medium	Post	Exposure	Engagements (<i>clicks, shares, comments</i>)
YouTube	No on SB9	911 Views	19 Likes; 10 Dislikes; 6 Comments

Top Social Media Post

Channel	Post	Exposure	Engagements (<i>clicks, shares, comments</i>)
SBESC Facebook	“Third- through fifth-grade students are invited to enter the summer 2022 "Can the Trash!" Clean Beach Poster Contest hosted by @LACoPublicWorks and @HealtheBay by January 9, 2022. Winners' artwork will be wrapped around beach trash barrels...”	101 impressions	4 engagements
SBCCOG Facebook	“Third- through fifth-grade students are invited to enter the summer 2022 "Can the Trash!" Clean Beach Poster Contest hosted by @LACoPublicWorks and @HealtheBay by January 9, 2022. Winners' artwork will be wrapped around beach trash barrels...”	632 impressions	22 engagements
SBESC Twitter	“Third- through fifth-grade students are invited to enter the summer 2022 "Can the Trash!" Clean Beach Poster Contest hosted by @LACoPublicWorks and @HealtheBay by January 9, 2022. Winners' artwork will be wrapped around beach trash barrels...”	173 impressions	4 engagements
SBCCOG Twitter	“Empty nesters ~ downsizing after your children move out is a great way to save money and reduce home upkeep. Visit silverne.st/SouthBayCities today to learn more about @SouthBayCCOG Home Share South Bay...”	326 impressions	7 engagements

Email Marketing Campaigns

Note: open rate industry avg. = 15 to 25%; click-through rate = 2.5% (source: campaignmonitor.com)

Medium	Exposure	Engagements (<i>clicks, shares, comments</i>)
September 2021 SBESC E-Newsletter	15,544 recipients (20% open rate - 2858);	4% click through rate (308)

Social Media Followers – Year-Over-Year Comparison

SBCCOG	2020	2021	Percentage Increase
Twitter	271	350	29%
Facebook	136 (likes)	202 likes 258 (following)	49%
LinkedIn	140	160	14%
SBESC	2020	2021	Percentage Increase
Twitter	558	577	3%
Facebook	751 (likes)	763 (likes) 861 (following)	2%

Earned Media Placements

Outlet	Link	Headline	Date	Quality	Relevance	Sentiment
The Daily Breeze	https://www.dailybreeze.com/2021/09/09/rancho-palos-verdes-approves-hiring-of-professional-coyote-trapper/	Rancho Palos Verdes approves hiring of professional coyote trapper (SBCCOG to help develop a regional response to the coyote issue)	9/9/21	Medium	Medium	Neutral
The Daily Breeze	https://www.dailybreeze.com/2021/09/06/rancho-palos-verdes-city-council-to-consider-options-for-dealing-with-coyotes/	Rancho Palos Verdes City Council to consider options for dealing with coyotes (Rancho Palos Verdes has joined Torrance in working with the South Bay Cities Council of Governments to develop a regional management plan.	9/7/21	Medium	Medium	Neutral