



## Media Report – October 2021

The following is a summary of metrics from efforts to promote the SBCCOG via social media, email marketing and earned media (external media) for the month of October.

### Social Media Followers – Year-Over-Year Comparison

SBCCOG	2020	2021	Percentage Increase
Twitter	271	357	32%
Facebook	136 (likes)	209 likes   264 (following)	54%
LinkedIn	140	163	16%
SBESC	2020	2021	Percentage Increase
Twitter	558	576	3%
Facebook	751 (likes)	765 (likes)   863 (following)	2%

### Top Social Media Posts for Each Platform

Channel	Post	Exposure	Engagements ( <i>clicks, shares, comments</i> )
SBESC Facebook	<a href="#">Working with Southern California Regional Energy Network to make your multifamily property more energy efficient is good for your bottom line – and for the entire region. In 2019, upgrades made at 13,740 tenant units paid over \$7 million in incentives &amp; created 180 construction jobs!...</a>	450 impressions	4 engagements
SBCCOG Facebook	<a href="#">Upon return to the commute, avoid traffic congestion and reduce expenses by sharing the ride via Metro Los Angeles during #Rideshare Week: October 4-8, 2021, and maybe be a winner too!</a>	483 impressions	7 engagements
SBESC Twitter	<a href="#">“Upon return to the commute, avoid traffic congestion and reduce expenses by sharing the ride via @metrolosangeles during #Rideshare Week: October 4-8, 2021, and maybe be a winner too!...”</a>	616 impressions	2 engagements
SBCCOG Twitter	<a href="#">“Through a special invitation, our city economic development directors had a behind-the-scenes look (including this up-close view at the 50-yard line) at @SoFiStadium and learned more about how their cities can market activities at the complex and also benefit from them...”</a>	322 impressions	21 engagements

### Top Email Marketing Campaign

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

Medium	Exposure	Engagements ( <i>clicks, shares, comments</i> )
October 2021 SBESC E-Newsletter	15,506 recipients (23% open rate – 3,340);	1% click through rate (164)

### Earned Media Placements

Outlet	Link	Headline	Date	Quality	Relevance	Sentiment
The Daily Breeze	<a href="https://www.dailybreeze.com/2021/10/18/manhattan-beach-gets-8-5-million-in-grants-for-traffic-improvement-projects/">https://www.dailybreeze.com/2021/10/18/manhattan-beach-gets-8-5-million-in-grants-for-traffic-improvement-projects/</a>	Manhattan Beach gets \$8.5 million in grants or traffic improvement projects	10/18/21	High	High	Positive