



Media Report – May 2022

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 March.

Social Media Followers – Year-Over-Year Comparison

SBCCOG	2021	2022	Percentage Increase
Twitter	322	393	18%
Facebook	180 (likes)	294 (followers)	N/A <i>“Likes” metric phased out in Jan. 2022 / “Following” metric not recorded in May 2021</i>
LinkedIn	149	233	56%
SBESC	2021	2022	Percentage Increase
Twitter	567	660	16%
Facebook	757 (likes)	853 (followers)	N/A <i>“Likes” metric phased out in Jan. 2022 / “Following” metric not recorded in May 2021</i>

Top Social Media Posts for Each Platform

Channel	Post	Exposure	Engagements (<i>clicks, shares, comments</i>)
SBESC Facebook	West Basin Municipal Water District invites you to Get to Know Your H2O!...	50 impressions	1 engagement
SBCCOG Facebook	City of El Segundo Mayor and SBCCOG Chair Drew Boyles explains why the time is ripe for the South Bay to “Right-Size Its Ride” with the South Bay Local Travel Network...	734 impressions	33 engagements
SBESC Twitter	Ever wondered how the water recycling process works? Take an in-person tour of the @WestBasin Edward C. Little Recycling Facility, Saturday June 11 at 10 a.m. Register at...	228 impressions	11 engagements
SBCCOG Twitter	"Rachel," a modern tunnel boring machine, has been quietly building an 18-diameter, 7-mile-long tunnel from Carson to San Pedro that will serve to protect our local waterways...	777 impressions	22 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>)
May 2022 SBESC E-Newsletter	18,285 recipients (31% open rate – 5,336)	1% click through rate (197)