



Media Report – February 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 February.

Social Media Followers – Year-Over-Year Comparison

SBCCOG	2021	2022	Percentage Increase
Twitter	301	375	25%
Facebook	153 (likes)	270 (following)	N/A “Likes” metric phased out in Jan. 2022 / “Following” metric not recorded in Feb. 2021
LinkedIn	143	196	37%
SBESC	2021	2022	Percentage Increase
Twitter	561	578	3%
Facebook	755 (likes)	856 (following)	N/A “Likes” metric phased out in Jan. 2022 / “Following” metric not recorded in Feb. 2021

Top Social Media Posts for Each Platform

Channel	Post	Exposure	Engagements (<i>clicks, shares, comments</i>)
SBESC Facebook	“Southern California Regional Energy Network's energy and green building consultants are ready to help you...”	77 impressions	4 engagements
SBCCOG Facebook	“Ronson Chu, senior manager of homeless and senior services for the SBCCOG, gives direction to volunteers...”	108 impressions	31 engagements
SBESC Twitter	“Interested in financial incentives and technical assistance to help your multifamily properties make energy-efficient upgrades...”	79 impressions	0 engagements
SBCCOG Twitter	“Momentum is building for a ballot initiative co-sponsored by Redondo Beach Mayor Bill Brand that would amend the California Constitution...”	825 impressions	105 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>)
Rain Barrel Program Announcement (West Basin) FY 2021 - 2022 - Last Chance	15,307 recipients (35% open rate – 5,077);	1% click through rate (273)

Earned Media Placements

Outlet	Link	Headline	Date	Quality	Relevance	Sentiment
VC Star	https://www.vcstar.com/story/news/local/communities/simi-valley/2022/02/15/simi-valley-backs-proposed-california-ballot-initiative-return-housing-control-cities/6783385001/	Simi Valley backs proposed state ballot initiative to return most housing control to cities	2/15/22	Medium	High	Positive