



Media Report – December 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 December.

Social Media Followers – Year-Over-Year Comparison

SBCCOG	2020	2021	Percentage Increase
Twitter	293	361	23%
Facebook	144 (likes)	215 likes 270 (following)	49%
LinkedIn	142	171	20%
SBESC	2020	2021	Percentage Increase
Twitter	564	576	2%
Facebook	757 (likes)	767 (likes) 865 (following)	1%

Top Social Media Posts for Each Platform

Channel	Post	Exposure	Engagements (<i>clicks, shares, comments</i>)
SBESC Facebook	“The Manhattan Beach Golf Cart Crew is right sizing their ride” for the holidays!... ”	33 impressions	1 engagement
SBCCOG Facebook	“Property owners who lease units to Emergency Housing Voucher (EHV) Holders are eligible for additional incentives...” ”	129 impressions	9 engagements
SBESC Twitter	“The Manhattan Beach Golf Cart Crew is right sizing their ride” for the holidays!... ”	138 impressions	3 engagements
SBCCOG Twitter	“Property owners who lease units to Emergency Housing Voucher (EHV) Holders are eligible for additional incentives...” ”	255 impressions	8 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>)
December 2021 E-Newsletter	15,366 recipients (28% open rate – 4,099);	1% click through rate (135)

Earned Media Placements

Outlet	Link	Headline	Date	Quality	Relevance	Sentiment
Daily Breeze	https://www.dailybreeze.com/2021/12/03/torrance-breaks-ground-on-homeless-shelter-project-at-civic-center/	Torrance breaks ground on homeless shelter project at Civic Center	12/3	Medium	High	Positive