



Media Report – July 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	329 followers	403 followers	22%
Facebook	189 (likes)	307 (followers)	N/A “Likes” metric phased out in Jan. 2022 / “Following” metric not recorded in May 2021
LinkedIn	151 followers	277 followers	83%
SBESC	2021	2022	Percentage Increase
Twitter	573	584	2%
Facebook	757 (likes)	853 (followers)	N/A “Likes” metric phased out in Jan. 2022 / “Following” metric not recorded in May 2021

Top Social Media Posts for Each Platform

Channel	Post	Exposure	Engagements (<i>clicks, shares, comments</i>)
SBESC Facebook	A shout out to City of El Segundo - Government businesses, Family Wellness Studio by happy baby , Champion Vibes and Ellis Law Corporation for becoming #greenbusiness certified through the California Green Business Network . To learn how to #gogreen , 🌱🍌, contact Martha Segovia at martha@southbaycities.org . #sustainability	695 impressions	26 engagements
SBCCOG Facebook	City of Torrance CA Government celebrated the opening of its 40-unit Temporary Housing Village to help those in need of transitional housing. Torrance, in partnership with Supervisor Janice Hahn and South Bay Cities Council of Governments, hosted a ribbon cutting ceremony last week in advance of move-in day. #endhomelessness 🙌	566 impressions	1,057 engagements

SBESC Twitter	On Wednesday, August 10, from 6 to 7 p.m., @TorranceCA will host a virtual workshop "Turf: Remove, Replace or Maintain it Organically." Learn how to remove your lawn and make the right moves for creating a gorgeous landscape to #savewater . 📍 Register: http://ow.ly/RWCE50K3Ww1pic.twitter.com/0N8OnxGeN3	612 impressions	24 engagements
SBCCOG Twitter	SBCCOG's Immed. Past Chr. and @cityofelsegundo Mayor @drewboyles took @AsmMuratsuchi for a spin in his neighborhood electric vehicle (NEV), to show how the South Bay Local Travel Network (LTN) will make South Bay short trips easier. #rightsizeyourride #micromobility 🚲 🛵 pic.twitter.com/S99dpy5fi0	403	13 engagements

Top Email Marketing Campaign

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

Medium	Exposure	Engagements (clicks, shares, comments)
July 2022 SBESC E-Newsletter	18,248 recipients (32% open rate – 5,324)	1% click through rate (181)

Earned Media Placements

Outlet	Link	Headline	Date	Quality	Relevance	Sentiment
The Daily Breeze	https://www.dailybreeze.com/2022/06/30/south-bay-local-travel-network-will-give-slow-moving-electric-vehicles-their-own-lanes/	South Bay to Get Travel Network for Slow-Moving Electric Vehicles	7/5/22	High	High	Positive
PV Magazine	https://pv-magazine-usa.com/2022/07/08/california-solar-net-metering-comment-period-closed-heres-what-leaders-said/	California solar net metering comment period closed, here's what leaders said	7/8/22	Low	High	Negative

<p>KPCC Airtalk</p>	<p>https://www.kpcc.org/show/airtalk/2022-07-19/project-roomkey-is-ending-what-happens-to-the-thousands-of-unhoused-people-the-program-sheltered</p>	<p>Project Room Key is Ending – What Happens to the Thousands of Unhoused People the Program Sheltered?</p>	<p>7/19/22</p>	<p>High</p>	<p>High</p>	<p>Positive</p>
<p>KCRW Features</p>	<p>https://www.kcrw.com/news/shows/kcrw-features/socal-housing-market-seniors-silvernest-home-sharing?fbclid=IwAR3mkgEHGnJJYD-wPpPv86vNQUWyq6O9Vbosq0n5g7Y5ADREf-r5dT2kSQ</p>	<p>“Golden Girls” lifestyle may help fix LA’s Housing Problem</p>	<p>7/20/22</p>	<p>High</p>	<p>High</p>	<p>Positive</p>