



Media Report – June 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 | 396 followers | 19% |
| Facebook | 179 (likes) | 299 (followers) | N/A <i>“Likes” metric phased out in Jan. 2022 / “Following” metric not recorded in May 2021</i> |
| LinkedIn | 150 | 238 followers | 37% |
| SBESC | 2021 | 2022 | Percentage Increase |
| Twitter | 567 | 662 | 14% |
| Facebook | 756 (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 | Our own Katty Segovia will be on hand June 18 at the City of Lawndale Health Safety and Pet Fair to share information about our partner programs that #savewater and #saveenergy . If you're in the neighborhood, be sure to stop by and say 🙌! | 36 impressions | 3 engagement |
| SBCCOG Facebook | The SBCCOG commences technical consulting work in City of El Segundo - Government, City of Manhattan Beach, City of Hermosa Beach, @CityofRedondoBeach, City of Gardena - City Hall, City of Lawndale and City Of Hawthorne - Government to create signage for the first phase of the new 243-mile lane network, called the South Bay Local Travel Network (LTN... | 1,211 impressions | 18 engagements |
| SBESC Twitter | Shout out to @TorranceCA businesses @SouthBayCCOG and Parishioners Federal Credit Union for becoming green business certified through @greenbusinessca . Learn how your business can become a green leader 🌱👏. Contact | 193 impressions | 6 engagements |

| | | | |
|----------------|--|-----|----------------|
| | Martha Segovia at martha@southbaycities.org. #greenbusiness pic.twitter.com/sXLNwE7sha | | |
| SBCCOG Twitter | Did you know that more than 65% of homelessness starts with some form of eviction? With the tenant eviction moratorium ending, here are some options to consider. Please share this with anyone you know who might benefit from this information. #endhomelessness pic.twitter.com/uN1yJoKThj | 677 | 24 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>) |
|------------------------------|---|---|
| June 2022 SBESC E-Newsletter | 18,249 recipients (32% open rate – 5,360) | 1% click through rate (154) |

Earned Media Placements

| Outlet | Link | Headline | Date | Quality | Relevance | Sentiment |
|------------------|---|--|---------|---------|-----------|-----------|
| The Daily Breeze | https://www.dailybreeze.com/2022/06/19/this-redondo-beach-beach-motel-will-become-20-studios-for-people-transitioning-out-of-homelessness/ | This Redondo Beach motel will become 20 studios for people transitioning out of homelessness | 6/19/22 | Medium | High | Positive |
| The Daily Breeze | https://www.dailybreeze.com/2022/06/29/torrance-opens-tiny-home-village-first-resident-expected-to-move-in-next-week/ | Torrance opens tiny home village, first resident expected to move in next week | 6/29/22 | Medium | High | Positive |