



## Media Report – March 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	317	385	21%
Facebook	164 (likes)	279 (followers)	N/A “Likes” metric phased out in Jan. 2022 / “Following” metric not recorded in Feb. 2021
LinkedIn	145	214	48%
SBESC	2021	2022	Percentage Increase
Twitter	564	579	3%
Facebook	758 (likes)	857 (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	The South Bay Cities Council of Government’s General Assembly is an opportunity for the region’s thought leaders to gather, share ideas and discuss important issues...	123 impressions	11 engagements
SBCCOG Facebook	“Community of Innovation” panel is underway <a href="#">#sbccoggeneralassembly</a>	108 impressions	31 engagements
SBESC Twitter	Posts were GA retweets in this time period so metrics were untracked	NA	NA
SBCCOG Twitter	We can’t wait to see you at the GA tomorrow. We’re excited to hear from Will Bruey, one of our TEDx-format speakers and founder of <a href="#">@VardaSpace</a> ,...	1,251 impressions	24 engagements

### Top Email Marketing Campaign

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

<b>Medium</b>	<b>Exposure</b>	<b>Engagements (<i>clicks, shares, comments</i>)</b>
South Bay Watch Newsletter: Winter 2022	15,239 recipients (34% open rate – 4,942)	1% click through rate (192)

### **Earned Media Placements**

<b>Outlet</b>	<b>Link</b>	<b>Headline</b>	<b>Date</b>	<b>Quality</b>	<b>Relevance</b>	<b>Sentiment</b>
Easy Reader	<a href="https://easyreadernews.com/redondo-beach-homeless-count-returns-after-two-year-gap-appears-to-show-drop/">https://easyreadernews.com/redondo-beach-homeless-count-returns-after-two-year-gap-appears-to-show-drop/</a>	Redondo Beach homeless count returns after two-year gap, appears to show drop	3/4/22	Low	High	Neutral
Metro.net	<a href="https://thesource.metro.net/2022/03/07/seeking-nominations-to-metros-south-bay-cities-service-council/">https://thesource.metro.net/2022/03/07/seeking-nominations-to-metros-south-bay-cities-service-council/</a>	We're seeking nominations to Metro's South Bay Cities Service Council	3/7/22	High	High	Neutral
Daily Breeze	<a href="https://www.dailybreeze.com/2022/03/17/out-about-things-to-do-in-the-long-beach-south-bay-areas-march-18-24/">https://www.dailybreeze.com/2022/03/17/out-about-things-to-do-in-the-long-beach-south-bay-areas-march-18-24/</a>	Out & About: Things to do in the Long Beach, South Bay areas March 18-24 – 22 <sup>nd</sup> General Assembly	3/17/22	Medium	High	Neutral