



Media Report – August 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 August.

Social Media Followers – Year-Over-Year Comparison

SBCCOG	2021	2022	Percentage Increase
Twitter	340 followers	411 followers	21%
Facebook	249 (likes)	318 (followers)	N/A “Likes” metric phased out in Jan. 2022 / “Following” metric not recorded in August 2021
LinkedIn	155 followers	310 followers	100%
SBESC	2021	2022	Percentage Increase
Twitter	573	585	2%
Facebook	853 (likes)	853 (followers)	N/A “Likes” metric phased out in Jan. 2022 / “Following” metric not recorded in August 2021

Top Social Media Posts for Each Platform

Channel	Post	Exposure	Engagements (<i>clicks, shares, comments</i>)
SBESC Facebook	NO OUTDOOR WATERING FOR 15 DAYS! Starting Tuesday, Sept. 6, residents and businesses in portions of greater...	17 impressions	1 engagement
SBCCOG Facebook	Yesterday Assembly Bill 2432, sponsored by the SBCCOG and submitted by Assemblymember Al Muratsuchi, was...	5,095 impressions	461 engagements
SBESC Twitter	The SBCCOG team took a field trip to @WRDsocal 's Albert Robles Center for Water Recycling and Environmental Learning in the City of Pico Rivera. Check out the highlights! #savewater 💧	67 impressions	5 engagements
SBCCOG Twitter	South Bay Cities COG @SouthBayCCOG Yesterday AB 2432, sponsored by the SBCCOG and submitted by @AsmMuratsuchi , was signed into law. Cities can now establish a neighborhood electric vehicle (NEV)	557	9 engagements

	transportation plan, taking us a step closer to implementing the South Bay Local Travel Network. https://southbaycities.org/a-local-travel-network-for-the-south-bay/ ... pic.twitter.com/qEqiPOQ6al		
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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>)
August 2022 SBESC E-Newsletter	17,936 recipients (34% open rate – 5,729)	1% click through rate (127)

Earned Media Placements

Outlet	Link	Headline	Date	Quality	Relevance	Sentiment
2UrbanGirls.com	https://2urbangirls.com/2022-08-job-opportunity-climate-action-planning/	Job Opportunity: Climate Action Planning	8/2/22	High	High	Positive
MSN.com	https://www.msn.com/en-us/news/politics/job-opportunity-climate-action-planning/ar-AA10f222	Job Opportunity: Climate Action Planning	8/2/22	High	High	Positive
Rafu Shimpo	https://rafu.com/2022/08/muratsuchis-bill-will-allow-cities-to-adopt-safety-plans-for-neighborhood-electric-vehicles/	Muratsuchi's Bill Will Allow Cities to Adopt Plans for Neighborhood Electric Vehicles	8/28/22	High	High	Positive