



## Media Report – January 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 January.

### Social Media Followers – Year-Over-Year Comparison

SBCCOG	2021	2022	Percentage Increase
Twitter	293	370	26%
Facebook	152 (likes)	215 likes   270 (following)	49%
LinkedIn	144	191	33%
SBESC	2021	2022	Percentage Increase
Twitter	562	578	3%
Facebook	756 (likes)	767 (likes)   856 (following)	1%

### Top Social Media Posts for Each Platform

Channel	Post	Exposure	Engagements ( <i>clicks, shares, comments</i> )
SBESC Facebook	<a href="#">“Hey Shutterbugs! We are in search of your best photographs that showcase what is unique and...”</a>	84 impressions	7 engagements
SBCCOG Facebook	<a href="#">“If you have an extra room, why not share it with someone who needs an affordable home?...”</a>	580 impressions	17 engagements
SBESC Twitter	<a href="https://twitter.com/SBESC/status/1481687790840602630">https://twitter.com/SBESC/status/1481687790840602630</a>	576 impressions	12 engagements
SBCCOG Twitter	<a href="#">“If you have an extra room, why not share it with someone who needs an affordable home?...”</a>	303 impressions	4 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> )
January 2022 E-Newsletter	15,322 recipients (31% open rate – 4,248);	1% click through rate (104)

### Earned Media Placements

Outlet	Link	Headline	Date	Quality	Relevance	Sentiment
The Source (LA Metro)	<a href="https://thesource.metro.net/2022/01/05/first-service-council-meeting-of-the-year-tonight/">https://thesource.metro.net/2022/01/05/first-service-council-meeting-of-the-year-tonight/</a>	First Service Council meeting of the year tonight!	1/5/2022			
DailyBreeze	<a href="https://www.dailybreeze.com/2022/01/06/submit-your-best-pictures-to-why-i-love-the-south-bay-photo-contest-by-feb-28">https://www.dailybreeze.com/2022/01/06/submit-your-best-pictures-to-why-i-love-the-south-bay-photo-contest-by-feb-28</a>	Submit your best pictures to 'Why I Love the South Bay' photo contest by Feb. 28	1/6/2022			
DailyBreeze	<a href="https://www.dailybreeze.com/2022/01/27/torrance-secures-funding-for-temporary-housing-shelter-units-at-civic-center">https://www.dailybreeze.com/2022/01/27/torrance-secures-funding-for-temporary-housing-shelter-units-at-civic-center</a>	Torrance secures funding for temporary housing shelter units at Civic Center	1/27/2022			