



## Media Report – November 2021

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 November.

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

SBCCOG	2020	2021	Percentage Increase
Twitter	284	359	26%
Facebook	139 (likes)	214 likes   269 (following)	54%
LinkedIn	141	168	19%
SBESC	2020	2021	Percentage Increase
Twitter	560	576	3%
Facebook	755 (likes)	767 (likes)   865 (following)	2%

### Top Social Media Posts for Each Platform

Channel	Post	Exposure	Engagements ( <i>clicks, shares, comments</i> )
SBESC Facebook	<a href="#"><u>“Ghosts and goblins took to the wheel at the 2nd annual MB Halloween Golf Cart Parade. Slow speed vehicles are becoming as common as VW Bugs in the 60s. Our proposed Local Travel Network would make it a breeze for them to navigate South Bay neighborhoods...”</u></a>	48 impressions	1 engagement
SBCCOG Facebook	<a href="#"><u>“The South Bay kicks off United Against Hate Week with several Sidewalk Chalk Events. Each city will be working with a local artist to create a sidewalk chalk design to be colored in by the community. LA vs Hate United Against Hate was created in direct response to the rise in hate crimes and bias incidents that pose a dangerous threat to the safety and civility of our neighborhoods...”</u></a>	1,000 impressions	72 engagements
SBESC Twitter	<a href="#"><u>“Property owners/managers, do you have new tenants moving in? Consider purchasing an energy saving refrigerator...”</u></a>	46 impressions	2 engagements
SBCCOG Twitter	<a href="#"><u>“The South Bay kicks off United Against Hate Week with several Sidewalk Chalk Events. Each city will be working with a local artist to create a sidewalk chalk design to be colored in by the community...”</u></a>	751 impressions	20 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> )
Rain Barrel Program Announcement (West Basin) FY 2021 - 2022	15,506 recipients (27% open rate – 3,984);	4% click through rate (594)

**Earned Media Placements**

Outlet	Link	Headline	Date	Quality	Relevance	Sentiment
Easy Reader	<a href="https://easyreadernews.com/beach-e-bikes-revolutionize-transportation-in-hermosa-manhattan-and-redondo/">https://easyreadernews.com/beach-e-bikes-revolutionize-transportation-in-hermosa-manhattan-and-redondo/</a>	Beach e-bikes revolutionize transportation in Hermosa, Manhattan and Redondo	10/3	High	High	Positive
Easy Reader	<a href="https://easyreadernews.com/low-speed-vehicles-accelerating-in-the-south-bay/">https://easyreadernews.com/low-speed-vehicles-accelerating-in-the-south-bay/</a>	Low Speed Vehicles Accelerating in the South Bay	11/3/21	Medium	High	Positive