



Media Report – January 2023

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	2022	2023	Percentage Increase
Twitter	370 followers	442 followers	19%
Facebook	270 followers	340 followers	26%
LinkedIn	191 followers	361 followers	89%
SBESC	2021	2022	Percentage Increase
Twitter	578 followers	580 followers	.3%
Facebook	856 followers	851 followers	-.6%

Top Social Media Posts for Each Platform

Channel	Post	Exposure	Engagements (<i>clicks, shares, comments</i>)
SBCCOG Facebook	Many tenants may be at risk of becoming homeless due to eviction. Did you know evictions are the number one cause of homelessness, according to the UCLA Policy Lab? Please share these resources to your communities to ensure tenants and landlords are familiar with available resources.	1,043 impressions	30 engagements
SBESC Facebook	Green looks good on you City of Torrance CA Government! Congratulations to the following businesses who have joined the California Green Business Network! To sign up and get your free products and save money, water, and energy right now, call Martha Segovia at 310-371-7222 Ext. 209.	32 impressions	0 engagements
SBCCOG Twitter	Congratulations to @TorranceCA for taking home the President Award for floral excellence! This marks the city's 67th rose float in the Rose Parade. Read more!	1016 impressions	59 engagements
SBESC Twitter	Green looks good on you @TorranceCA! Congratulations to the following businesses who have joined the California Green Business Network! To sign up for this free program, get free products, and save money, energy, and water	64 impressions	1 engagement

	now, call Martha Segovia at 310-371-7222 Ext. 209.		
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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>)
West Basin Chat! Grass Replacement Chat with Garden Example	16,975 recipients (36% open rate – 5,894)	1% click through rate (154)