



Media Report – May 28

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 May.

Social Media Followers – Year-Over-Year Comparison

| SBCCOG | 2022 | 2023 | Percentage Increase |
|----------|---------------|---------------|---------------------|
| Twitter | 396 followers | 458 followers | 16% |
| Facebook | 299 followers | 365 followers | 22% |
| LinkedIn | 238 followers | 419 followers | 76% |
| SBESC | 2022 | 2023 | Percentage Increase |
| Twitter | 662 followers | 586 followers | -11.4% |
| Facebook | 853 followers | 850 followers | .3% |

Top Social Media Posts for Each Platform

| Channel | Post | Exposure | Engagements (<i>clicks, shares, comments</i>) |
|-----------------|---|-------------------|---|
| SBCCOG Facebook | Congratulations to the City of Torrance CA Government for extending its 3290 Temporary Housing Village for two additional years. The SBCCOG will continue its support of the village with ongoing costs and services through the Measure H Local Solutions Fund... | 1,474 impressions | 83 engagements |
| SBESC Facebook | Just in time for spring, join a LIVE Zoom webinar TOMORROW on garden design hosted by the Metropolitan Water District of Southern California and the City of Torrance CA Government . Register now: https://www.greengardensgroup.com/.../garden-design.../ 🌱🌻🌞💧 | 68 impressions | 6 engagements |
| SBCCOG Twitter | @CaltransDist7 is extending the deadline to submit feedback regarding plans to replace the deck of the Vincent Thomas Bridge. Construction will impact travel on nearby roadways. Learn more and comment here: https://virtualeventroom.com/caltrans/vtb/ | 2642 impressions | 27 engagements |

| | | | |
|---------------|---|----------------|---------------|
| SBESC Twitter | Just in time for spring, join a LIVE Zoom webinar TOMORROW on garden design hosted by the @mwdh2o and @TorranceCA . Register now: https://greengardensgroup.com/.../garden-design.../ | 72 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>) |
|-------------------------------|--|---|
| Torrance Landscaping Workshop | 17,779 recipients (35% open rate – 5,959 | 1% click through rate (130) |

Earned Media Placements

| Outlet | Link | Headline | Date | Quality | Relevance | Sentiment |
|-----------------------|---|---------------------------------------|--------|----------------------------------|-----------|-----------|
| Partnerships Bulletin | https://www.partnershipsbulletin.com/article/1821563/further-funding-inglewood-transit | Further funding for Inglewood transit | 5/2/23 | Unable to access due to paywall. | -- | -- |

City Communications Placements

| City | Initiative | Forum | Link | Date |
|------------|--------------------------------|--------------|---|--------|
| El Segundo | Rainwater Harvesting Media Kit | e-Newsletter | N/A | 5/1/23 |
| Lomita | Rainwater Media Kit | E-Newsletter | N/A | 5/5/23 |
| Lomita | Rainwater Media Kit | Social Media | https://www.facebook.com/photo/?fbid=622405803260217&set=pcb.622405846593546 | 5/4/23 |