



Media Report – August 4 to August 31, 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 July.

Social Media Followers – Year-Over-Year Comparison

SBCCOG	2022 Followers (as of July of 2022)	2023 Followers (as of 8/31/23)	Month Over Month % Change	Year Over Year % Change
Twitter	411	469	-.4 *Attribute to Changes at Twitter/X	+14.1
Facebook	318	376	+4.4	+18.2
LinkedIn	310	471	+4	+46.1
Instagram	NA	18	+63.6	NA
SBESC	2022	2023	Percentage Increase	
Twitter/X	853	591	-30 *Attribute to Changes at Twitter/X	-30.7 *Attribute to Changes at Twitter/X
Facebook	585	854	+43.7	+46

Top Original Social Media Posts for Each Platform

Channel	Post	Impressions	Engagements (<i>clicks, shares, comments</i>)
SBCCOG Facebook	The @SBCCOG is examining the South Bay’s broadband needs to create a roadmap for improving access and quality at a lower price. Please take this brief survey to inform us about your current broadband situation: www.wovensurveys.com . #digitalequity #broadbandforall	14,975 (*Paid Boosted Post)	274
SBESC Facebook	Did you know that the Water Replenishment District in partnership with the City of Carson, CA has a FREE Eco-Gardening Program? There's no better way to learn edible gardening skills and sustainable landscape design ideas 🌱 Register for their in-person classes workshop Monday, Aug 28th. TO RSVP: CALL (310) 835-0212, Ext 1476	27	1
SBCCOG LinkedIn	Do you have transportation and land-use planning experience and the desire to work for an organization making a difference in the South Bay?	112	11

	If so, please consider applying for our immediate program manager opening. This individual will perform at the executive level to manage projects that implement our South Bay Sustainable Strategy. For more information and to apply, please visit: https://lnkd.in/gJc43eY3		
SBCCOG Twitter	The South Bay Local Travel Network will facilitate the safe use of e-bikes and other forms of micromobility through a 243-mile route of slow-speed streets. Our chair Cedric Hicks sharpened his micromobility chops in this month's Tour de Carson in @cityofcarson_ca.	465	7
SBESC Twitter	We would like to hear from you please complete the questionnaire and encourage your family and friends to do the same. Sponsored by @mwdh2oand @SanDistricts	257	2

Top Email Marketing Campaign

Note: open rate industry avg. = 15 to 25%; click-through rate = 2.5% (source: campaignmonitor.com)

Medium	Exposure	Engagements (Clicks)
SBESC August 2023 E-Newsletter	17,876 recipients (36% open rate – 6,194)	2% click through rate (407)

Earned Media Placements

Outlet	Link	Headline	Date	Quality	Relevance	Sentiment
2UrbanGirls	https://2urbangirls.com/2023/08/job-opportunity-project-coordinator-homeless-services-housing-locator/	Job Opportunity: Project Coordinator – Homeless Services Housing Locator	8/10/23	Low	High	Neutral
2UrbanGirls	https://2urbangirls.com/2023/08/inglewood-mayor-councilwoman-clash-over-pedestrian-crosswalk-improvements/	Inglewood Mayor, Councilwoman Clash Over Pedestrian Crosswalk Improvements	8/16/23	Low	Low	Negative

Long Beach Press Telegram	https://www.presstelegram.com/2023/07/21/carson-councilmember-cedric-hicks-elected-as-south-bay-coalitions-board-chair/	Carson Councilmember Cedric Hicks Elected South Bay Coalition Board Chair	7/21/23	High	High	Positive
MB News	https://www.thembnews.com/2023/08/01/443158/state-certifies-manhattan-beachs-housing-plan	State Certifies Manhattan Beach's Housing Plan	8/1/23	Medium	High	Neutral
Streetsblog LA	https://la.streetsblog.org/2023/08/17/how-future-metro-freeway-expansion-could-mitigate-increased-driving-part-2	How Future Freeway Expansion Could Mitigate Increased Driving – Part 2	8/17	Medium	High	Positive

E-Blasts								Social Media						
Date	Campaign Name	Public Agency	Total Sent	Open Rate	Click Through Rate	Bounce Rate	Total Unsubscribes	Date	Account	Platform	# of Posts	Followers	Impressions	Engagements
Jul-23	SBCCOG Job Opening - Project Coordinator - Housing and Senior Services	SBCCOG	13,403	43.00%	4.00%	2.00%	13	Jul-23	SBCCOG	Twitter	8	471	1,653	24
Jul-23	West Basin Grass Replacement + Rebates & Free Water Efficient Devices	West Basin	2,901	27.00%	1.00%	12.00%	1	Jul-23	SBCCOG	Facebook	9	360	344	30
Jul-23	July 2023 SBESC E-Newsletter	SBESC	17,617	39.00%	1.00%	4.00%	6	Jul-23	SBCCOG	LinkedIn	7	453	827	93
Jul-23	WRD Eco Gardener Workshop in Torrance	WRD	13,373	38.00%	1.00%	2.00%	5	Jul-23	SBESC	Facebook	32	853	618	34
Jul-23	Bixby Marshland Tour - LACSD	LACSD	13,694	32.00%	1.00%	2.00%	3	Jul-23	SBESC	Twitter	9	594	296	10
Aug-23	GBAP Newsletter August 2023	GBAP	306	22.00%	1.00%	12.00%	0	Aug-23	SBCCOG	Twitter	8	469	465	7
Aug-23	Bixby Marshland Tour - LACSD	LACSD	13,681	32.00%	1.00%	3.00%	5	Aug-23	SBCCOG	Facebook	12	376	15,315	335
Aug-23	West Basin Rain Barrel Events	West Basin	13,623	36.00%	3.00%	3.00%	3	Aug-23	SBCCOG	LinkedIn	4	471	349	24
Aug-23	SBCCOG Job Opening - Program Manager - Transportation and Sustainability Planning	SBCCOG	13,635	39.00%	1.00%	3.00%	14	Aug-23	SBESC	Twitter	7	591	423	5
Aug-23	20th SBESC Invite	SBESC	428	44.00%	9.00%	10.00%	0	Aug-23	SBESC	Facebook	22	584	303	13
Aug-23	Broadband Survey	SBCCOG	13,647	39.00%	3.00%	3.00%	8		SBCCOG	Twitter				
Aug-23	August 2023 E-Newsletter	SBESC	17,876	36.00%	2.00%	5.00%	9		SBCCOG	Facebook				
Aug-23	Broadband Survey	SBCCOG	288	7.00%	16.00%	0.00%	0		SBCCOG	LinkedIn				
Aug-23	SBCCOG Job Opening - Project Coordinator - Housing Locator	SBCCOG	13,696	37.00%	2.00%	3.00%	24		SBESC	Twitter				