



**Media Report – September 1 to October 2, 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 September.

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

SBCCOG	2022 Followers (as of September of 2022)	2023 Followers (as of 10/2/23)	Month Over Month % Change	Year Over Year % Change
<b>X</b>	423	473	+85	+11.8
<b>Facebook</b>	325	377	+26	+16
<b>LinkedIn</b>	331	482	+2.3	+45.6
<b>Instagram</b>	NA	41	+127.8	NA
SBESC	2022	2023	Percentage Increase	
<b>X</b>	586	590	-.17	+81
<b>Facebook</b>	855	862	+.9	+.7

**Top Original Social Media Posts for Each Platform**

Channel	Post	Impressions	Engagements ( <i>clicks, shares, comments</i> )
SBCCOG Facebook	West Basin Municipal Water District is excited for its 2023 in-person event at the front parking lot of the Edward C. Little Water Recycling Facility in the city of El Segundo. This free, family-friendly event welcomes community members who participate in a number of fun, educational activities including tours of the water recycling facility, stage shows, interactive water education booths, games, kids’ costume contests, opportunity drawings and more!	20	4
SBESC Facebook	City of Torrance CA Government Public Works Department will be hosting the biannual E-waste and Paper Shred Event for Torrance residents on October 14, 8 a.m.-noon. Location: Torrance City Hall Employees Parking lot (near Torrance Courthouse off Maple Ave.)	125	10
SBCCOG X	If you hope to receive the maximum incentive for replacing your gas car with a zero-emission	39	4

	option, you might want to wait to apply until the increase becomes effective. See the latest on the <a href="#">@SouthCoastAQMD's Replace Your Ride program: https://xappprod.aqmd.gov/RYR/Home</a>		
SBESC X	Join me <a href="#">@Nanette4CA</a> for my Annual Jobs Fair. This event features employers from around California's 44th District! Professional development workshops, and interviews on site! If you are interested and want to attend, click here: <a href="https://docs.google.com/forms/d/e/1FAIpQLSektmZcspFqJ3PZk_329bxJRwCpY5zKJrmXeyeYVNst1MZOXw/viewform">https://docs.google.com/forms/d/e/1FAIpQLSektmZcspFqJ3PZk_329bxJRwCpY5zKJrmXeyeYVNst1MZOXw/viewform</a>	65	1
Instagram	SBESC - Word of the Week	182	3

**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 September 2023 E-Newsletter	17,855 recipients (36% open rate – 6,043)	2% click through rate (304)

