

South Bay Cities Council of Governments

January 12, 2015

TO: SBCCOG Steering Committee
FROM: Chandler Shields, Administrative Assistant
SUBJECT: SBESC Social Media Year End Report: January 2014 – December 2014

The social media presence of the South Bay Environmental Services Center (SBESC) has grown steadily over the course of 2014, seeing an increase in likes on our Facebook page, followers of our Twitter account and followers of our LinkedIn profile. Below is a summary of this progression, complete with descriptions of each of the social media platforms and tools currently being used at SBESC.

Facebook:

At the beginning of January our Facebook page had 280 likes. By December, the Center had 350. Currently, we are capable of tapping into an additional audience of more than 200,000 people, which is the number of friends of those who have liked our page. We continue engagement with West Basin Municipal Water District through the cross-pollination of each other's Pages via liking and sharing posts.

The SBCCOG has created an "Event" on Facebook for the 16th Annual General Assembly. Its purpose is to engage attendees as well as interested community members in a conversation concerning the General Assembly's theme: "A View From the Front Porch: Neighborhoods in the South Bay". People will be allowed to post content on the event page, comment on posts, and participate in questionnaires/polls. Whether its pictures from local community neighborhoods or inquiries about what constitutes a "neighborhood", getting a discussion going before the General Assembly will not just help promote the event, but will also make it more interesting for everyone who cares about this theme.

Twitter:

In January, our Twitter account had 230 followers. As of the end of December, SBESC had 298. This past year, we were @mentioned 198 times and retweeted 56 times. In addition to customary interaction and recognition from Southern California Edison (@SCE), Southern California Gas Company (@socalgas), Metro's ExpressLanes (@ExpressLanes) as well as various online newsletters that feature our tweets (on a weekly basis), we developed engaging relationships with L. A. County (@LAPublicWorks, @CleanLA, @LACoGoModal, @Pmanningm), the City of Gardena (@GardenaEconDiv) and our partner West Basin Municipal Water District (@WestBasin, recently joined Twitter).

LinkedIn Profile Page and Group:

SBESC's LinkedIn profile page has increased its following from 34 to 55 over the course of 2014. As our following base grows, this content sharing capability should further engage professionals interested not just in what we are doing but also what employment opportunities might surface between us and our partners.

A group has been created for the SBCCOG's "Social Media Working Group" in order to foster conversation and communication outside of scheduled meetings. The group is comprised of 20 members, including regular attendees to the meetings as well as guest speakers and visitors from past meetings. This platform encourages members to share interesting articles and news items regarding social media with the rest of the group. Additionally, we are able to post notifications and items (i.e. agendas and minutes) for meetings. There is a posting at least once a month.

The group now meets every other month, averaging between 10-15 attendees with new guest speakers at each meeting. Cities have been able to learn about social media services targeted towards municipalities (from Nixle and Google) as well as what other municipalities are doing to engage their constituencies with social media (e.g. L.A. County's Public Works app, "The Works"). The value of the group continues to grow along with its attendance.

Klout:

Klout is a social media tool that ranks one's sphere of influence in social media and internet presence based on a number of variables.

"Klout measures influence based on your ability to drive action on social networks, and has begun to incorporate real-world influence. Klout makes the Web better by providing a standard measurement for content creators to help drive more engaging and relevant content for everyone.

The Klout Score is a number from 1-100 that represents the aggregation of multiple pieces of data about your social network activity. We compute the Klout Score by applying our score model to these signals." - <http://klout.com/corp/kscore>

SBESC's current Klout score is 44 (an increase of one point since 2013).

*The average Klout score is 40.

Hootsuite:

Hootsuite is a social media tool that functions as a "one-stop shop" for multiple social media platforms. One can monitor and post to each social media platform in Hootsuite. Such a tool makes it possible to keep track of one's collective social media activity and post content to multiple platforms simultaneously (in our case, to Facebook, Twitter and now, LinkedIn).

Ow.ly Click Summary:

During the past year, links generated on Hootsuite that lead to our website garnered 207 clicks (see the top 10 click-through posts in the table below).

Rank	Date	Short Url	Source Url	Message	Clicks
1	9-Sep-14	http://ow.ly/Biua4s	http://www.sbesc.com/hilights/turfs	West Basin MWD's Turf Removal Program now offers \$3 per sq. ft. of lawn removal! http://ow.ly/Biua4s #CADrought #OFG #savewater	20
2	13-Feb-14	http://ow.ly/tBJtr	http://www.sbesc.com/calendar/workshops/hands-workshop-ocean-friendly-landscape-city-hawthorne	Hands-On Workshop tackling outdoor water conservation when landscaping in #Hawthorne! Register http://ow.ly/tBJtr #OFG #CFL #CADrought	9
3	17-Dec-14	http://ow.ly/G4Tqn	https://www.facebook.com/SBESC/photos/a.10151234391735362.515953.311096085361/10152988153460362/?type=1&theater	Congrats to #Inglewood and @SCE for teaming up to #saveenergy: http://ow.ly/G4Tqn	8
4	13-Jan-14	http://ow.ly/sxK50	http://www.southbaycities.org/meetings-agendas/general-assemblies/15th-annual-general-assembly	SBCCOG's 15th Annual General Assembly is next month. See who the guest speakers are and RSVP here: http://ow.ly/sxK50 #GA2014 #SouthBay	7
5	29-Jul-14	http://ow.ly/zlhqT	http://droughtmonitor.unl.edu/Home/StateDroughtMonitor.aspx?CA	Monitor the #CADrought here: http://ow.ly/zlhqT #savewater	7
6	15-Jan-14	http://ow.ly/sCEKG	http://www.sbesc.com/news/newsletter	#Enewsletter is out w/stories via @SCE @socialgas @expresslanes @bcwaternews @ToSaveEnergy @earth911 http://ow.ly/sCEKG #2014Resolutions	6
7	22-Apr-14	http://ow.ly/w2Bxd	http://www.sbesc.com/calendar	Happy #EarthDay! See where we are in the #SouthBay today: http://ow.ly/w2Bxd #RHE #RPV	6
8	8-Apr-14	http://ow.ly/vznpl	http://www.sbesc.com/news/greentip-archive/week-monday-april-7	Buy Only What You Need... http://ow.ly/vznpl #greentip #cars #EVs #carbonfootprint	5
9	22-Aug-14	http://ow.ly/ADcvU	http://www.sbesc.com/calendar/events/west-basins-water-harvest-festival	SAVE THE DATE: Saturday, October 25th - West Basin MWD's "Water Harvest" http://ow.ly/ADcvU #CADrought	5
10	13-Aug-14	http://ow.ly/AiBGB	http://www.sbesc.com/calendar/workshops/greening-your-home-save-energy-water-money-and-environment-spanish	RSVP for Greening Your Home workshop for Spanish speakers in #Lennox on Aug 19: http://ow.ly/AiBGB	4

Recommendations

Reflecting on last year's recommendations, we are engaging further with Twitter, Facebook and LinkedIn to reach out to our constituency as well as foster discussion in both closed and open forums for city and SBCCOG staff as well as others.

With Twitter, while we continue to engage with our partners, we seek to promote the General Assembly in 2015, generating discussion during the occasion through hashtags; here are some ideas: #GA2015 #AViewFromTheFrontPorch #SouthBayNeighborhoods. This conversation can

be tracked during the General Assembly, driving a conversation about its theme for participating attendees and online “spectators” alike.

In regards to Facebook, testing out the effectiveness of the “Event” created for the General Assembly will determine if Facebook is the right platform to engage community members in discussion leading up to the General Assembly. We recommend providing an incentive to encourage people to join the conversation that we are harboring on Facebook, like a prize/giveaway item. Anyone who logs into their personal Facebook profile and visits the Event’s page, and commits to “going” to the Event would have his/her name entered in a drawing that would take place on the day of the General Assembly.

As far as LinkedIn group is concerned, we recommend continuing to use the Social Media Working Group as a pilot, which has been successful so far, until we determine what other uses the SBCCOG and city staff could use a LinkedIn group for.