



Media Report – September 2022

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 August.

Social Media Followers – Year-Over-Year Comparison

SBCCOG	2021	2022	Percentage Increase
Twitter	353 followers	423 followers	20%
Facebook	259 followers	325 followers	25%
LinkedIn	160 followers	331 followers	107%
SBESC	2021	2022	Percentage Increase
Twitter	579 followers	586 followers	1%
Facebook	784 followers	855 followers	9%

Top Social Media Posts for Each Platform

Channel	Post	Exposure	Engagements (<i>clicks, shares, comments</i>)
SBESC Facebook	Looking for something fun to do today? Make your way to the Hispanic Heritage Festival in downtown Inglewood on Market Street. Our Dakota Townson will be staffing the...	38 impressions	0 engagement
SBCCOG Facebook	More “Good News on the Homeless Front!” Congratulations to Redondo Beach for receiving the esteemed 2022 Helen Putnam Award for Excellence by the League of California Cities. The city was recognized for its Enhanced Response to Homelessness Program, which includes its Homeless Court, Pallet Shelter and Housing Navigation Services.	470 impressions	36 engagements
SBESC Twitter	Kids need extra attention when it’s hot; especially if they’re active and playing outside. Here are some important tips to keep young ones healthy. #HeatSafeLA #StayCoolLA pic.twitter.com/eOvISx4fgF	85 impressions	3 engagements
SBCCOG Twitter	Starting Sept. 6 @mwdh2o along with member agencies @WestBasin and local retail water agencies @TorranceCA are making an urgent	524 impressions	201 engagements

	water saving call suspending outdoor watering for 15 days while a critical pipeline is repaired. Visit http://ow.ly/VBWC50KyhaK for more info. pic.twitter.com/KmZFYPWfmf		
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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>)
MWD Feeder Shutdown	18,191 recipients (39% open rate – 6,539)	5% click through rate (908)

Earned Media Placements

Outlet	Link	Headline	Date	Quality	Relevance	Sentiment
Easy Reader	https://easyreadernews.com/homeless-numbers-low-but-trending-upwards/	Homeless numbers low, but trending upwards	9/16/22	Medium	High	Neutral
Easy Reader	https://easyreadernews.com/policy-manhattan-beach-homeless-count-continues-to-decline/	Policy – Manhattan Beach homeless count continues to decline	9/16/22	High	High	Neutral
Daily Breeze	https://www.dailybreeze.com/2022/09/08/south-bay-sees-slight-drop-in-homelessness-since-2020-new-data-shows/	South Bay sees slight drop in homelessness since 2020, new data shows	9/8/22	High	High	Positive

Long Beach Press Telegram	https://www.presstelegram.com/2022/09/08/south-bay-council-of-governments-studies-adus-as-an-affordable-housing-solution/	South Bay council of governments studies ADUs as an affordable housing solution	9/8/22	High	High	Positive
Daily Breeze	https://www.dailybreeze.com/2022/09/08/south-bay-council-of-governments-studies-adus-as-an-affordable-housing-solution/	South Bay council of governments studies ADUs as an affordable housing solution	9/8/22	High	High	Positive
Daily Breeze	https://www.dailybreeze.com/2022/09/06/torrance-tiny-home-village-2-months-in-succeeding-so-far/	Torrance Tiny Home Village, 2 months in, succeeding so far	9/8/22	Medium	High	Positive