



## Media Report – April 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 March.

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

SBCCOG	2021	2022	Percentage Increase
Twitter	323	389	20%
Facebook	174 (likes)	283 (followers)	N/A <i>“Likes” metric phased out in Jan. 2022 / “Following” metric not recorded in Feb. 2021</i>
LinkedIn	146	225	35%
SBESC	2021	2022	Percentage Increase
Twitter	569	582	2%
Facebook	757 (likes)	855 (followers)	N/A <i>“Likes” metric phased out in Jan. 2022 / “Following” metric not recorded in Feb. 2021</i>

### Top Social Media Posts for Each Platform

Channel	Post	Exposure	Engagements ( <i>clicks, shares, comments</i> )
SBESC Facebook	<a href="#">Water Replenishment District</a> is hosting tours of its state-of-the-art Albert Robles Center for Water Recycling & Environmental Learning. Find out how the center creates a locally sustainable...	71 impressions	4 engagements
SBCCOG Facebook	And the winner is...Raymond Fujii of Torrance! Fujii is the first-place winner of our inaugural “Why I Love the South Bay” Photo Contest with his breathtaking snap of the Redondo Beach Pier...	66 impressions	7 engagements
SBESC Twitter	Attention South Bay multifamily property owners, contractors, and HVAC, lighting and water heating workers: Sign up to attend a webinar hosted by the @_soCalREN...	132 impressions	4 engagements
SBCCOG Twitter	The City of Hawthorne – Government is using Federal Emergency Housing Vouchers to help its unhoused residents find permanent housing solution. Read more...	355 impressions	22 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> )
April 2022 SBESC E-Newsletter	15,148 recipients (36% open rate – 5,092)	1% click through rate (182)

**Earned Media Placements**

Outlet	Link	Headline	Date	Quality	Relevance	Sentiment
Los Cerritos Community News	<a href="https://www.loscerritosnews.net/2022/04/18/local-elected-officials-oppose-tribal-gaming-initiative/">https://www.loscerritosnews.net/2022/04/18/local-elected-officials-oppose-tribal-gaming-initiative/</a>	Local Elected Officials Oppose Tribal Gaming Initiative	4/19/22	Low	Low	Neutral
The Beach Reporter	N/A Print Edition	Torrance resident wins ‘Why I Love the South Bay’ Photo Contest	3/14/22	High	High	Positive
Torrance CitiCABLE - “COVID-19 TODAY”	<a href="https://www.youtube.com/watch?t=527&amp;v=Np4sZNNcjjI&amp;feature=youtu.be">https://www.youtube.com/watch?t=527&amp;v=Np4sZNNcjjI&amp;feature=youtu.be</a>	Torrance resident wins ‘Why I Love the South Bay’ Photo Contest	4/7/22	High	High	Positive
Daily Breeze	<a href="https://www.dailybreeze.com/2022/04/05/torrance-resident-wins-why-i-love-the-south-bay-photo-contest/">https://www.dailybreeze.com/2022/04/05/torrance-resident-wins-why-i-love-the-south-bay-photo-contest/</a>	Torrance resident wins ‘Why I Love the South Bay’ Photo Contest	4/6/22	High	High	Positive