



### Media Report – June 1 to June 29, 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 June.

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

SBCCOG	2022	2023	Percentage Increase
Twitter	396 followers	465 followers	17%
Facebook	299 followers	366 followers	22%
LinkedIn	238 followers	433 followers	90%
SBESC	2022	2023	Percentage Increase
Twitter	662 followers	590 followers	29%
Facebook	853 followers	849 followers	-.5%

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

Channel	Post	Exposure	Engagements ( <i>clicks, shares, comments</i> )
SBCCOG Facebook	Studies have proven plants make people feel calmer, reduce stress and improve productivity. Learn how to garden in a way that is good for the environment at <a href="#">Water Replenishment District's</a> upcoming Senior Gardening Workshop. 🌱🌻🌺🌿	246 impressions	8 engagements
SBESC Facebook	The <a href="#">Metropolitan Water District of Southern California</a> and the <a href="#">City of Torrance CA Government</a> invited you to join the Garden Design Live Zoom webinar workshops. Remove, replace or maintain grass organically. Learn how to remove grass and make the right moves to create a beautiful landscape. 🌺🌻🌻 You must register to attend!	106 impressions	6 engagements
SBCCOG Twitter	Today community members gathered to celebrate the ribbon cutting for the new <a href="#">@TorranceCA</a> Mary K. Giordano Regional Transit Center. The SBCCOG provided \$25.7 million in Measure R funds and \$1.63 million in Measure M funds toward its construction. Congratulations	130 impressions	9 engagements

	<a href="#">@TorranceCA</a> !		
SBESC Twitter	Studies have proven plants make people feel calmer, reduce stress and improve productivity. Learn how to garden in a way that is good for the environment at <a href="#">@WRDsocal</a> 's upcoming Senior Gardening Workshop.	90 impressions	0 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> )
Torrance Landscaping Workshop	17,714 recipients (35% open rate – 5,973	1% click through rate (116)

**Earned Media Placements**

Outlet	Link	Headline	Date	Quality	Relevance	Sentiment
Daily Breeze	<a href="https://www.dailybreeze.com/2023/06/09/torrance-opens-new-state-of-the-art-transit-center-for-buses-metro-trains/">https://www.dailybreeze.com/2023/06/09/torrance-opens-new-state-of-the-art-transit-center-for-buses-metro-trains/</a>	Torrance opens new “state of the art” transit center for buses, Metro trains	9/9/23	Medium	High	Positive
Railway Age	<a href="#">Transit Briefs: LACMTA, Omaha Streetcar, SBCTA, Shore Line East, TTC - Railway Age</a>	Transit Briefs: LACMTA, Omaha Streetcar, SBCTA, Shor Line East, TTC	6/13/23	High	High	Positive
Daily Breeze	<a href="#">South Bay, Long Beach areas see spike in homeless population – Daily Breeze</a>	South Bay, Long Beach areas see spike in homeless population	6/29/23	High	High	Neutral