



### Media Report – December 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 December.

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

SBCCOG	2021	2022	Percentage Increase
Twitter	366 followers	434 followers	19%
Facebook	270 followers	337 followers	25%
LinkedIn	175 followers	351 followers	101%
SBESC	2021	2022	Percentage Increase
Twitter	578 followers	579 followers	.2%
Facebook	866 followers	850 followers	-1.8%

#### Top Social Media Posts for Each Platform

Channel	Post	Exposure	Engagements ( <i>clicks, shares, comments</i> )
SBESC Facebook	Did you know WRD Water Replenishment District has a free Eco-Gardening Program? Register for their upcoming in-person classes or take them on-demand. There is no better way to start the new year than with...	35 impressions	1 engagement
SBCCOG Facebook	Our fall issue of South Bay Watch is here. Read about a Redondo Beach, California woman's return to housing stability thanks to home sharing. Get an update on Manhattan Beach, California's drought-busting new reservoir...	302 impressions	19 engagements
SBESC Twitter	Did you know the Robert W. Goldsworthy Desalter treats 5 million gallons/day of brackish groundwater from the W. Coast Groundwater Basin? Owned by @WRDsocal & operated by <a href="#">@TorranceCA</a> , it's used as potable H2O in Torrance. Click the link to learn more. <a href="http://ow.ly/mCXJ50MfKSQ">http://ow.ly/mCXJ50MfKSQ</a>	128 impressions	5 engagements
SBCCOG Twitter	Long delayed by COVID, the SBCCOG hosted an Open House at its (now not so new) office space in Torrance for the community, and its partners and volunteers. Thank you to everyone who joined us for this festive evening. We couldn't do what we do without you!	165 impressions	19 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> )
South Bay Watch – Fall Issue	14,861 recipients (37% open rate – 5129)	2% click through rate (225)

**Earned Media Placements**

Outlet	Link	Headline	Date	Quality	Relevance	Sentiment
Easy Reader (Print Issue)	<a href="https://easyreadernews.com/rb-sbccog-hssb-teams-save-renters-from-eviction/">https://easyreadernews.com/rb-sbccog-hssb-teams-save-renters-from-eviction/</a>	RB, SBCCOG, HSSB teams save renters from eviction (reprinted from South Bay Watch fall issue)	12/21/22	High	High	Positive
Daily Breeze/Los Angeles Daily News	<a href="https://www.dailybreeze.com/2022/12/20/la-county-supervisors-vote-to-join-la-mayor-karen-bass-in-homeless-emergency/">https://www.dailybreeze.com/2022/12/20/la-county-supervisors-vote-to-join-la-mayor-karen-bass-in-homeless-emergency/</a>	LA County Supervisors vote to join LA, Mayor Karen Bass, in homeless emergency	12/20/22	Medium	High	Positive
Bloomberg.com	<a href="https://www.bloomberg.com/news/features/2022-12-13/make-room-for-minicars-the-electric-vehicles-cities-need">https://www.bloomberg.com/news/features/2022-12-13/make-room-for-minicars-the-electric-vehicles-cities-need</a>	Tiny Cars, Big Opportunity	12/13/22	Medium	High	Positive