



Media Report – October 1 to October 31, 2025

Summary/Highlights: The SBCCOG celebrated reaching 500 followers on Instagram and 1,000 followers on LinkedIn with dedicated social posts and e-blasts. Photos from the SBCCOG’s City Staff Orientation performed well on Facebook, generating 97 impressions and 552 Instagram views.

Platform	Followers	Published Content	Impressions	Engagements
SBCCOG				
X	550	11	326	14
Facebook	499	9	480	43
Instagram	514	14 Posts – 11 Stories	Content generated 6,011 views and 0 impressions (impressions metric is only provided for IG stories, not posts)	109
LinkedIn	1048	9	2,877	65
SBESC				
X	590	12	279	12
Facebook	872	22	190	5

Social Media Followers – Month-Over-Month and Year-Over-Year Comparison (gray text = last month)

SBCCOG	2024 Followers (as of December of 2024)	2025 Followers (as of 8/31/25)	Month-Over-Month % Change	Year-Over-Year % Change
X	534	550 <i>547</i>	+0.55%	+3%
Facebook	448	499 <i>480</i>	+3.96%	+11.38
LinkedIn	739	1048 <i>966</i>	+8.49%	+41.84
Instagram	282	514 <i>458</i>	+12.23%	+82.27%
SBESC	2024	2025		
X	585	590 <i>593</i>	-0.51%	+0.85%
Facebook	871	872 <i>870</i>	+0.23%	+0.11%

Individual Post Performance (*Indicates Boosted Content)

Top-Three Performing SBCCOG Facebook Posts		
97 Impressions; 18 Engagements SBCCOG Event Photo – City Staff Orientation	76 Impressions; 5 Engagements SBCCOG RAND – Challenging RAND Corp. Homeless Count Conclusions	68 Impressions; 4 Engagements SBCCOG, Photo, South Bay Watch Story – Authentic Leadership in Age of AI Perspective Piece
Bottom-Three Performing SBCCOG Facebook Posts		
34 Impressions; 0 Engagements Graphic/Partner – South Bay VS. Hate Week Events	39 Impressions; 1 Engagements South Bay Watch Story – Rolling Hills Composting Workshop	33 Impressions; 0 Engagements Photo - SoCalREN Elementary School Kits

Top-Three Performing SBCCOG X Posts		
51 Impressions; 1 Engagements Photo/Partner– LAX/Metro Transit Center Opening	38 Impressions; 0 Engagements Photo/Partner/Event – Rolling Hills Composting Workshop	37 Impressions; 1 Engagements Graphic/South Bay Watch Story – Authentic Leadership in Age of AI Perspective Piece
Bottom-Three Performing SBCCOG X Posts		
20 Impressions; 0 Engagements Graphic – Energy-Saving Halloween Tips	17 Impressions; 1 Engagements Photo of Staff/ – Staff at Annual Net Zero Conference	11 Impressions; 0 Engagements Graphic/Partner – South Bay VS. Hate Week Events

Top-Three Performing Instagram Posts		
578 Views; 14 Engagements SBCCOG/Non-Partner, Photo – South Bay Transit Summit	552 Views; 7 Engagements Photo – Staff at Net Zero Conference	514 Views; 13 Engagements Photo/Member City Event – SBCCOG Volunteers Recognized at Torrance Council Meeting
Bottom-Three Performing Instagram Posts		
255 Views; 9 Engagements Graphic – Halloween E-Bike Safety Tips	249 Reach; 4 Engagements Graphic – Halloween Energy Tips	151 Views; 12 Engagement Graphic – 500 Followers Celebration

Top-Three Performing SBESC Facebook Posts		
23 Impressions; 0 Engagements Photo – Staff at Net Zero Conference Post	21 Impressions; 1 Engagements Photo/Partner Repost – West Basin Rain Barrel Event	12 Impressions; 0 Engagements Graphic/Partner Repost – West Basin Rain Barrel Giveaway Notice
Bottom-Three Performing SBESC Facebook Posts		

5 Impressions; 0 Engagements Video/Partner Repost – Clean N Green Festival Video by LA County Sanitation Districts	4 Impressions; 0 Engagement Graphic/Partner Repost – LADWP Level Pay	4 Impressions; 0 Engagements Graphic/Partner Post – WRD Water Awareness Calendar
---	---	---

Top-Three Performing SBESC X Posts		
36 Impressions; 3 Engagements Graphic/Partner Post – West Basin Water Harvest Fall Festival	24 Impressions; 3 Engagement Graphic/Partner Post – Rain Barrel Giveaway Information	18 Impressions; 2 Engagement Graphic/Partner Post – Rain Barrel Giveaway Information
Bottom-Three Performing SBESC X Posts		
20 Impressions; 0 Engagements Photo – SoCalREN Elementary School Kits	37 Impressions; 0 Engagements South Bay Watch Story – Rolling Hills Composting Workshop	33 Impressions; 0 Engagements Graphic/Partner Repost – WRD ARC Tour

Top-Email Marketing Campaign

Note: open rate industry avg. = 15 to 25%; click-through rate = 2.5% (source: campaignmonitor.com)

Content	Exposure	Engagements (Clicks)
October 2025 E-Newsletter	21,684 recipients (39% open rate –8,456)	1% click through rate (216)

Website Analytics – Overall and Top-10 Viewed Pages

Site (Overall)	Views	Users	Average Engagement Time
Southbaycities.org	10,859	6,350	25s
Pages	Views	Users	Average Engagement Time
Home Page	1,653	937	25s
Administrative Assistant Job Opening - South Bay Cities Council of Governments	419	253	21s
Page not found - South Bay Cities Council of Governments	369	320	51s
Officers & Staff - South Bay Cities Council of Governments	310	182	1s
Events for October 2025 – South Bay Cities Council of Governments	222	146	1m 27s
Media Center - South Bay Cities Council of Governments	222	196	25s
Employment Opportunities - South Bay Cities Council of Governments	211	168	8s
Board of Directors Meeting	195	142	10s
Transportation Committee Meeting	182	127	20s

About	165	138	22s
-------	-----	-----	-----

City Communications (Includes results from our collaboration with partner city communicators to share relevant content with their audiences via their communications channels)

City	Comms Type	Material	Date
Rolling Hills Estates	Newsletter	Halloween E-Bike Tips	10/16/25
Manhattan Beach	Instagram Post	Halloween E-Bike Tips	10/28/25

Linktree (Posted on the SBCCOG Instagram page, this features links the SBCCOG is actively promoting via its social media platforms)

Link	Clicks
South Bay Cities Council of Governments	64
Sign Up for Our Newsletters	7
The SBCCOG Takes K Line to New LAX/Metro Transit Center - South Bay Cities Council of Government	1
Rolling Hills Addresses Its Rural and Equestrian Composting Needs - South Bay Cities Council of Governments	1
Administrative Assistant Job Opening - South Bay Cities Council of Governments	10
Summer 2025 South Bay Watch Newsletter - South Bay Cities Council of Governments	2
Learn About the South Bay Local Travel Network	11