



Media Report – April 1 to April 30, 2025

Summary/Highlights: Word is spreading on the SBCCOG's Functional Zero Street Homelessness program. A member of the Shasta County, California board of supervisors mentioned the program during a meeting covered by a Chico television station as an example to follow. General Assembly event photos made it to the top three of SBCCOG social media posts across Facebook, X, Instagram and LinkedIn. The post-GA thank you email, which included a link to the photo album and GA speaker sessions on YouTube generated the most exposure of any SBCCOG eblast for April with 6,311 opens.

Social Media – Account Performance

Platform	Followers	Published Content	Impressions	Engagements
SBCCOG				
X	534	5	376	52
Facebook	461	4	234	29
Instagram	886	4	1,347	275
LinkedIn	390	5 Posts – 4 Stories		51
SBESC				
X	591	13	807	48
Facebook	870	19	287	20

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

SBCCOG	2023 Followers (as of December of 2023)	2025 Followers (as of 4/30/25)	Month Over Month % Change	Year Over Year % Change
X	479	534 534	0%	+11.5%
Facebook	387	461 462	-0.2%	+19.1%
LinkedIn	493	886 863	+2.7%	+79.7%
Instagram	55	390 372	+4.8%	+609.1%
SBESC	2023	2025		
X	590	591 586	+0.9%	+0.2%
Facebook	864	870 871	-0.1%	+0.7%

Individual Post Performance

Top-Three SBCCOG Facebook Posts

87 Impressions; 23 Engagements SBCCOG Event Photos – GA Misc. Photo Compilation	50 Impressions; 3 Engagements Partner Graphic – CivicSpark Applications Open	53 Impressions; 2 Engagements SBCCOG Graphic – Earth Day Events SBCCOG – Outreach Team
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Top-Three Performing SBCCOG X Posts		
73 Impressions; 10 Engagements SBCCOG Graphic – Earth Day Events SBCCOG – Outreach Team	72 Impressions; 7 Engagements SBCCOG Event Photos – GA Misc. Photo Compilation	37 Impressions; 2 Engagement SBCCOG Photo – Giancarlo Guerra’s Winning Photo Contest Submission

Top-Three Performing LinkedIn Posts		
779 Impressions; 56 Engagements Partner Graphic – CivicSpark Applications Open	350 Impressions; 211 Engagements SBCCOG Event Photos – GA Misc. Photo Compilation	121 Impressions; 5 Engagements SBCCOG Photo – Giancarlo Guerra’s Winning Photo Contest Submission

Top-Three Performing Instagram Posts		
379 Views; 11 Engagements SBCCOG Photo – Giancarlo Guerra’s Winning Photo Contest Submission	250 Views; 19 Engagements SBCCOG Event Photos – GA Misc. Photo Compilation	170 Views; 9 Engagements Partner Graphic – CivicSpark Applications Open

Top-Three Performing SBESC Facebook Posts		
19 Impressions; 4 Engagements SBCCOG Graphic – Earth Day Events SBCCOG- Outreach Team	30 Impressions; 2 Engagements Graphic/Partner Post – OurCounty Sustainability Plan	17 Impressions; 2 Engagements Graphic/Partner Repost – WRD Arc Tour Flyer
Bottom-Three Performing SBESC Facebook Posts		
9 Impressions; 0 Engagements Graphic/Partner Post – WRD Student Art Contest Winners	9 Impressions; 0 Engagement Graphic/Flyer/Partner –West Basin Water Bottle Filling Station Info	9 Impressions; 0 Engagement Graphic/Flyer/Partner –LADWP Solar Info

Top-Three Performing SBESC X Posts		
35 Impressions; 14 Engagements Partner Content – West Basin Rebate and Garden Class Information	73 Impressions; 7 Engagements Partner Content – West Basin/WRD Goodbye Grass, Hello Garden Class	26 Impressions; 2 Engagement Graphic/Flyer/Partner –West Basin Water Bottle Filling Station Info
Bottom-Three Performing SBESC X Posts		
6 Impressions; 0 Engagement	11 Impressions; 0 Engagement	451 Impressions; 1 Engagement

Graphic/Partner Post – WRD Student Art Contest Winners	Graphic/Flyer/Partner – LACSD Earth Day Festival Flyer	Graphic/Flyer/Partner – WRD Groundwater Festival Flyer
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Top-Email Marketing Campaign

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

Content	Exposure	Engagements (Clicks)
General Assembly_2025_Thank_You	18,082 recipients (38% open rate – 6,311)	1% click through rate (79)

Confirmed Earned Media Placements

Outlet	Link	Headline	Date	Publication Quality	Relevance of Message to Brand	Mindshare (Brand Predominance)	Sentiment (Positive or Negative)
Los Angeles Times	https://www.latimes.com/california/story/2025-04-23/new-tax-money-will-soon-dwarf-the-billions-of-dollars-spent-on-homelessness-in-past-decade-whos-watching-over-it	New taxes will soon dwarf the billions spent on homelessness in last decade. Who's watching over it?	4/23/25	High	Medium	Low	Positive
Los Angeles Daily News	https://www.dailynews.com/2025/04/23/inglewood-revives-dream-of-a-people-mover-connecting-metro-to-sofi-stadium/	Inglewood revives dream of a people mover connecting Metro to SoFi Stadium	4/24/25	High	Low	Low	Neutral
2UrbanGirls	https://2urbangirls.com/2025/04/inglewood-revives-transit-plans-to-connect-metro-riders-to-sports-and-entertainment-venues/#google_vignette	Inglewood revives transit plans to connect Metro riders to sports and entertainment venues	4/25/25	Medium	Low	Low	Neutral

Action News Now – Shasta County	https://www.actionnewsnow.com/news/shasta-county-supervisor-matt-plummer-reveals-plan-to-end-veteran-homelessness-by-2028/article_f887973a-f337-4a48-b0e5-e876cc700ac4.html	Shasta County Supervisor Matt Plummer reveals plan to end veteran homelessness by 2028	4/17/25	Medium	High	Medium	Neutral
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Website Analytics – Overall and Top-10 Viewed Pages

Site	Views	Users	Average Engagement Time
Southbaycities.org	18,689	14,327	12s
Page	Views	Users	Average Engagement Time
Groundwater Desalination “How do we create a ‘Drought Proof’ water supply?”	6,843	6,822	7s
Home	1,421	687	24s
Media Center	1,151	966	2s
Officers & Staff	342	280	25s
Board of Directors Meeting	288	217	21s
Board of Directors	200	144	24s
Steering Committee Meeting	193	163	23s
Request for Proposals (RFP): Cool Roof Feasibility and Site Identification Analysis	187	134	27s
Sustainable Pest Management	184	137	31s
Events for April 2025	183	154	16s