



Media Report – September 1 to September 30, 2025

Summary/Highlights: Photos from SBCCOGs Homeless Services Team’s visit to the Redondo Beach Shelter and Homeless Court performed well on Instagram and Facebook, resulting in 48 engagements overall. LinkedIn social media content continues to generate high visibility, garnering 4,486 impressions for September. Easy Reader, Redondo Beach’s weekly community newspaper, published a story on Redondo Beach and Hermosa Beach’s collaboration to contract mental health services for their cities, which the SBCCOG has been heavily involved in.

Platform	Followers	Published Content	Impressions	Engagements
SBCCOG				
X	551	12	358	27
Facebook	486	10	257	1,289
Instagram	496	7 Posts – 10 Stories	Content generated 5,828 views and 0 impressions (impressions metric is only provided for IG stories, not posts)	58
LinkedIn	997	8	4,486	135
SBESC				
X	591	22	367	13
Facebook	872	20	257	17

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	551 547	+0.7%	+3.2%
Facebook	448	486 480	+1.3%	+8.5%
LinkedIn	739	997 966	+3.2%	+34.9%
Instagram	282	496 458	+8.3%	+75.9%
SBESC	2024	2025		
X	585	591 593	-0.3%	+1%
Facebook	871	872	+0.23%	+0.11%

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Individual Post Performance (*Indicates Boosted Content)

Top-Three Performing SBCCOG Facebook Posts		
360 Impressions; 35 Engagements Member City Event, Photo – Redondo Beach Shelter & Homeless Court	249 Impressions; 28 Engagements SBCCOG/Partner Event, Photo – Southern California Association of Non-Profit Housing Conference	79 Impressions; 12 Engagements SBCCOG, Photo, South Bay Watch Story – New Office/ Upcoming Plans
Bottom-Three Performing SBCCOG Facebook Posts		
45 Impressions; 1 Engagement Graphic/Non-Partner Post/South Bay Watch – Summer Issue	43 Impressions; 1 Engagement Graphic/Member City Event – Inglewood Housing Section 8 Program Waiting List	45 Impressions; 0 Engagements Photo/Non-Partner Post – Volunteers West Basin Recycling Tour

Top-Three Performing SBCCOG X Posts		
27 Impressions; 5 Engagements Photo/Non-Partner Post – Southern California Association of Non-Profit Housing Conference	39 Impressions; 5 Engagements Photo/Non-Partner Post/South Bay Watch Story – “SBCCOG on the Move”	57 Impressions; 4 Engagements Photo/Non-Partner Post– Energy Efficiency & Outreach Team Launch Commercial Direct Install Program
Bottom-Three Performing SBCCOG X Posts		
26 Impressions; 1 Engagements Photo/Non-Partner Post – West Basin SBCCOG Volunteer Tour	22 Impressions; 2 Engagements Graphic/Non-Partner Post – SBCCOG Admin Assistant Job Post	22 Impressions; 1 Engagements SBCCOG Non-Partner Post, Graphic – SBCCOG 2025 Homeless Count Graphic

Top-Three Performing Instagram Posts		
1,154 Views; 13 Engagements SBCCOG/Non-Partner Post, Photo – Homeless Services visit Redondo Beach Shelter/Homeless Court Post	680 Views; 16 Engagements Graphic/Non-Partner Post – Unhoused Statistics Carousel Post	514 Views; 13 Engagements Graphic/Non-Partner Post – Admin Assistant Apply Post
Bottom-Three Performing Instagram Posts		
408 Views; 5 Engagements Photo/Non-Partner Post – Energy Efficiency & Outreach team Commercial Direct Install Project Launch Post	365 Reach; 7 Engagements Photo/Non-Partner Post – Homeless Services Team Southern California Association of Non-Profit Housing’s Annual Conference Post	345 Views; 3 Engagement Graphic/Partner Post – City of Carson Women’s Health Conference Post

Top-Three Performing SBESC Facebook Posts		
47 Impressions; 4 Engagements Graphic/Non-Partner Post/South Bat Watch – Summer Issue	27 Impressions; 3 Engagements Photo/Non-Partner Post – West Basin Recycled Water Facility Tour	12 Impressions; 2 Engagements Graphic/Partner Repost – LACSD Too Toxic to Trash
Bottom-Three Performing SBESC Facebook Posts		
6 Impressions; 0 Engagements Graphic/Partner Repost – West Basin Firescaping Workshop	7 Impressions; 0 Engagement Graphic/Partner Repost – LADWP Air Condition Rebate	11 Impressions; 0 Engagements Photo/Partner Repost – WRD Labor Day Parade

Top-Three Performing SBESC X Posts		
36 Impressions; 2 Engagements Graphic/Partner Repost – WRD Student Art Contest Launch	24 Impressions; 2 Engagement Graphic/Partner Repost – West Basin Firescaping Class	7 Impressions; 1 Engagement Photo/Non-Partner Post – Commercial Direct Install in Gardena
Bottom-Three Performing SBESC X Posts		
20 Impressions; 0 Engagements Photo/Partner Repost – WRD Labor Day Parade	11 Impressions; 0 Engagements Partner Event – West Basin Firescaping Class	40 Impressions; 0 Engagements Graphic/Partner Repost – LACSD Too Toxic to Trash

Top-Email Marketing Campaign

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

Content	Exposure	Engagements (Clicks)
South Bay Watch – Summer Issue	24,442 recipients (40% open rate – 8,655)	1.3% click through rate (280)

Confirmed Earned Media Placements

Outlet	Link	Headline	Date	Publication Quality	Relevance of Message to Brand	Mindshare (Brand Predominance in Article)	Sentiment/Tone (Positive or Negative)
Easy Reader	https://easyreadernews.com/redondo-beach-to-team-with-hermosa-for-beyond-police-mental-health-response/	Redondo Beach to team with Hermosa for beyond-police mental health response	9/4/25	High	High	Low	Positive
2UrbanGirls	https://2urbangirls.com/2025/09/inglewood-city-council-has-spent-72m-on-transit-connector-project/	Inglewood City Council has spent \$72M on transit connectors project	9/18/25	Medium	Low	Low	Positive

Website Analytics – Overall and Top-10 Viewed Pages

Site (Overall)	Views	Users	Average Engagement Time
Southbaycities.org	6,518	2,878	47s
Pages	Views	Users	Average Engagement Time
Home Page	1,299	631	34s
Officers & Staff	214	149	1m00s
Project Coordinator Homeless Services	190	168	25s
Employment Opportunities	169	121	26s
404 (Page Deleted)	138	84	49s
Project Coordinator Housing Coordinator	166	78	57s
Board of Directors Meetings	137	77	21s
Calendar	136	94	34s
About the South Bay	128	107	12s
South Bay Demographics	115	89	23s