



Media Report – June 1 to June 30, 2025

Summary/Highlights:

The SBCCOG paid to boost content to promote a survey on resiliency centers for cities in partnership with SoCalREN. This “paid” content led to four-figure impressions/views for each post, compared to triple-digit impressions for non-boosted content. This demonstrates the power of paid content for amplification of message. However, none of these boosted posts generated new profile followers, so in this instance boosting was not an effective tool for that purpose. LinkedIn continues to generate the highest organic impressions/views and engagements of all social platforms.

Social Media – Account Performance

| Platform | Followers | Published Content | Impressions | Engagements |
|---------------|-----------|-----------------------|--|-------------|
| SBCCOG | | | | |
| X | 539 | 9 | 324 | 33 |
| Facebook | 471 | 13 | 22,682 (heightened due to boosted content) | 510 |
| Instagram | 419 | 13 Posts – 11 Stories | Content generated 14,889 views and 699 impressions (impressions metric is only provided for IG stories, not posts) | 52 |
| LinkedIn | 907 | 7 | 1,338 | 105 |
| SBESC | | | | |
| X | 593 | 15 | 557 | 29 |
| Facebook | 868 | 20 | 304 | 21 |

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 6/30/25) | Month Over Month % Change | Year Over Year % Change |
|-----------|---|--------------------------------|---------------------------|-------------------------|
| X | 534 | 539 533 | +1.1% | +1% |
| Facebook | 448 | 471 467 | +0.9% | +5.1% |
| LinkedIn | 739 | 907 892 | +1.7% | +22.7% |
| Instagram | 282 | 419 398 | +5.3% | +48.6% |

| SBESC | 2024 | 2025 | | |
|----------|------|------------|-------|-------|
| X | 585 | 593 587 | +1% | +1.4% |
| Facebook | 871 | 868 869 | -0.1% | -0.3% |

Individual Post Performance (*Indicates Boosted Content)

| Top-Three Performing Boosted SBCCOG Facebook Posts | | |
|--|--|---|
| *16,860 Impressions; 113 Engagements Photo / Survey – Resiliency Centers Genral Info | *2,111 Impressions; 142 Engagements Photo / Survey Resiliency Centers, Gardena | *2,161 Impressions; 152 Engagements Photo / Survey – Resiliency Centers, Manhattan Beach |
| Top-Three Performing Organic SBCCOG Facebook Posts | | |
| 45 Impressions; 12 Engagements SBCCOG Event Photos – SBCCOG Staff Visits AltaSea’s Eco Power | 22 Impressions; 9 Engagements SBCCOG Event Photos / Story – SBCCOG receives Eureka! Award from CALCOG / South Bay Watch Story | 56 Impressions; 5 Engagements Graphic/Partner Post – L.A. Heat Campaign |
| Bottom-Three Performing SBCCOG Facebook Posts | | |
| 26 Impressions; 0 Engagements Photo / Story – “Big Future of Little Cars” / South Bay Watch Story | 46 Impressions; 0 Engagement Photo / Story – Winner of SBCCOG GA Photo Contest / South Bay Watch Story | 22 Impressions; 1 Engagements Graphic/Partner Post – L.A. Heat Campaign |

| Top-Three Performing SBCCOG X Posts | | |
|--|--|--|
| 73 Impressions; 10 Engagements SBCCOG Event Photos – SBCCOG Staff Visits AltaSea’s Eco Power | 57 Impressions; 7 Engagements Photo/ SBCCOG Newsletter – South Bay Watch Summer Issue | 32 Impressions; 2 Engagements SBCCOG Event Photos – SBCCOG receives Eureka! Award from CALCOG / South Bay Watch Story |
| Bottom-Three Performing SBCCOG X Posts | | |
| 12 Impressions; 0 Engagements Photo / Story – Big Future of Little Cars Story Promo / South Bay Watch Story | 14 Impressions; 0 Engagement Graphic / Partner Post – L.A. Heat Campaign | 32 Impressions; 0 Engagement Graphic/Partner Post – Gardena Event Promo |

| Top-Three Performing Boosted Instagram Posts | | |
|--|--|---|
| *3,508 Views; 6 Engagements SBCCOG Photo – Manhattan Beach Resiliency Center Survey | *3,128 Views; 3 Engagements SBCCOG Photo – Hawthorne Resiliency Center Survey | *2,902 Views; 0 Engagements SBCCOG Photo – Lomita Resiliency Center Survey |
| Top-Three Performing Organic Instagram Posts | | |
| 357 Views; 12 Engagements | 439 Views 10 Engagements | 280 Views; 6 Engagements |

| | | |
|---|---|---|
| SBCCOG Event Photos – SBCCOG Staff Visits AltaSea’s Eco Power | SBCCOG Newsletter – SBCCOG South Bay Watch Summer Issue | SBCCOG Photo / South Bay Watch Story – “Big Future of Little Cars” / South Bay Watch Story |
| Bottom-Three Performing Instagram Posts | | |
| 105 Views; 1 Engagements Photo / Story – Winner of SBCCOG GA Photo Contest / South Bay Watch Story | 173 Reach; 2 Engagement Graphic/Partner Post – L.A. Heat Campaign | 218 Views; 2 Engagement SBCCOG Partner Graphic / Outreach Event – Juneteenth Gardena Celebration |

| | | |
|---|--|--|
| Top-Three Performing LinkedIn Posts | | |
| 398 Impressions; 41 Engagements Photo / Story – South Bay Watch Summer Issue | 219 Impressions; 29 Engagements SBCCOG Event Photos – SBCCOG Staff Visits AltaSea’s Eco Power | 304 Impressions; 24 Engagements Photo / Story – SBCCOG receives Eureka! Award from CALCOG / South Bay Watch Story |
| Bottom-Three Performing LinkedIn Posts | | |
| 126 Impressions; 5 Engagements Photo / Story – Winner of SBCCOG GA Photo Contest / South Bay Watch Story | 109 Impressions; 5 Engagement Graphic / Partner Post – L.A. Heat Campaign | 137 Impressions; 4 Engagement Photo / Story – “Big Future of Little Cars” / South Bay Watch Story |

| | | |
|--|---|--|
| Top-Three Performing SBESC Facebook Posts | | |
| 50 Impressions; 6 Engagements SBCCOG Event Photos – SBCCOG Staff Visits AltaSea’s Eco Power | 25 Impressions; 4 Engagements Graphic / Partner Post – L.A. Heat Campaign | 14 Impressions; 1 Engagements Graphic / Partner Repost – West Basin H2O Class |
| Bottom-Three Performing SBESC Facebook Posts | | |
| 11 Impressions; 0 Engagements Graphic / Partner Post – WRD Student Art Contest | 12 Impressions; 0 Engagement Graphic / Partner Post – LADWP Rebate in Spanish | 13 Impressions; 0 Engagement Graphic / Partner Post – LACSD Too Toxic to Trash |

| | | |
|--|--|---|
| Top-Three Performing SBESC X Posts | | |
| 58 Impressions; 12 Engagements Graphic / Partner Post – West Basin Water Bottle Filling Station Program | 63 Impressions; 8 Engagements SBCCOG Event Photos – SBCCOG Staff Visits AltaSea’s Eco Power | 69 Impressions; 2 Engagement Graphic / Flyer / Partner –WRD Photo of Board Member |
| Bottom-Three Performing SBESC X Posts | | |
| 8 Impressions; 0 Engagement | 17 Impressions; 0 Engagement | 11 Impressions; 0 Engagement |

| | | |
|---|--|--|
| Graphic / Partner Post – Safe Clean Water Program | Graphic / Partner Post – Gardena Event | Graphic / Partner Post – WRD Student Art Contest |
|---|--|--|

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 - Spring 2025 Issue | 17,542 recipients (39% open rate – 6,152) | 1% click through rate (65) |

Confirmed Earned Media Placements

| Outlet | Link | Headline | Date | Publication Quality | Relevance of Message to Brand | Mindshare (Brand Predominance in Article) | Sentiment (Positive or Negative) |
|-------------|---|--|---------|---------------------|-------------------------------|---|----------------------------------|
| LAist | https://laist.com/news/construction-of-high-speed-internet-project-begins-in-compton | Construction of high-speed internet project begins in Compton | 6/26/25 | High | High | Low | Positive |
| Easy Reader | https://easyreadernews.com/french-e-bike-reseller-upway-chooses-redondo-for-west-coast-site/ | French e-bike reseller Upway chooses Redondo for West Coast site | 6/26/25 | High | Low | Low | Neutral |

Website Analytics – Overall and Top-10 Viewed Pages

| Site | Views | Users | Average Engagement Time |
|---|-------|-------|-------------------------|
| Southbaycities.org | 6,290 | 2,487 | 45s |
| Page | Views | Users | Average Engagement Time |
| South Bay Cities Council of Governments | 1,191 | 565 | 26s |
| Officers & Staff | 203 | 144 | 1m01s |
| Page Not Found | 145 | 104 | 1s |
| Newsletter | 140 | 27 | 1m54s |
| Board of Directors Meeting | 129 | 67 | 49s |
| Media Center | 121 | 52 | 48s |
| About | 120 | 89 | 27s |
| Employment Opportunities | 107 | 87 | 15s |
| The 25th General Assembly - The Big Future of Little Cars | 102 | 85 | 47s |
| South Bay Demographics | 98 | 74 | 33s |