



## Media Report – August 1 to August 31, 2025

**Summary/Highlights:** Photos from the SBCCOG’s visit to the Metro LAX Transit Center and a forum for proposition 36 hosted by the City of Torrance generated the most interest on social media in August. The SBCCOG responded to a media query by an LAStreetsBlogLA reporter regarding the SBCCOG’s decision to pause plans for the 405 freeway/105/Artesia auxiliary lane project. UrbanizeLA, a publication that targets an audience of commercial real estate professionals, amplified the story. The site has an audience of 650,000 monthly readers with 2 million monthly page views. LAStreetsBlog is a daily news source connecting people to information about sustainable transportation and livable communities.

### Social Media – Account Performance

Platform	Followers	Published Content	Impressions	Engagements
<b>SBCCOG</b>				
X	547	8	578	73
Facebook	480	9	1,325	154
Instagram	458	8 Posts – 5 Stories	Content generated 3,013 views and 308 impressions (impressions metric is only provided for IG stories, not posts)	58
LinkedIn	966	1	396	160
<b>SBESC</b>				
X	593	8	396	14
Facebook	870	17	146	12

### 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	547 544	+0.6%	+2.4%
Facebook	448	480 477	+0.6%	+7.1%
LinkedIn	739	966 948	+1.9%	+32.3%
Instagram	282	458 439	+4.3%	+62.4%
<b>SBESC</b>	<b>2024</b>	<b>2025</b>		

<b>X</b>	585	593 594	-0.2%	+1.4%
<b>Facebook</b>	871	870 870	0%	-0.1%

**Individual Post Performance (\*Indicates Boosted Content)**

<b>Top-Three Performing SBCCOG Facebook Posts</b>		
855 Impressions; 83 Engagements Member City Event, Graphic – Torrance Prop 36 Forum	159 Impressions; 58 Engagements SBCCOG/ Partner Event, Photo Carousel – SBCCOG Metro Ride Along K Line	84 Impressions; 8 Engagements Partner Post / Survey – Help Improve I-105 Freeway Survey
<b>Bottom-Three Performing SBCCOG Facebook Posts</b>		
31 Impressions; 0 Engagement Graphic / Non-Partner Post – L.A. Heat Campaign (Disabilities)	35 Impressions; 0 Engagement Graphic / Non-Partner Post – L.A. Heat Campaign (Green Space)	28 Impressions; 0 Engagements Graphic / Non-Partner Post – L.A. Heat Campaign (Old Age)

<b>Top-Three Performing SBCCOG X Posts</b>		
280 Impressions; 50 Engagements Partner Post / Survey – Help Improve I-105 Freeway Survey	33 Impressions; 7 Engagements Graphic / Non-Partner Post – L.A. Heat Campaign (Disabilities)	39 Impressions; 5 Engagements Graphic / Non-Partner Post – L.A. Heat Campaign (Green Space)
<b>Bottom-Three Performing SBCCOG X Posts</b>		
36 Impressions; 1 Engagements Graphic / Non-Partner Post – L.A. Heat Campaign (Old Age)	54 Impressions; 1 Engagements Member City Event, Graphic – Torrance Prop 36 Forum	34 Impressions; 2 Engagements Member City Event, Graphic – SBCCOG Attendance of National Night Out Events

<b>Top-Three Performing Instagram Posts</b>		
721 Views; 20 Engagements SBCCOG / Partner Event, Photo Carousel – SBCCOG Metro Ride Along K Line	478 Views; 11 Engagements Graphic / Non-Partner Post – L.A. Heat Campaign (Community Centers)	488 Views; 7 Engagements Member City Event, Graphic – Torrance Prop 36 Forum
<b>Bottom-Three Performing Instagram Posts</b>		
344 Views; 1 Engagements Member City Event, Graphic – SBCCOG Attendance of National Night Out Events	151 Reach; 4 Engagements Graphic / Non-Partner Post – L.A. Heat Campaign (Disabilities)	180 Views; 5 Engagement Graphic / Non-Partner Post – L.A. Heat Campaign (Green Space)

<b>Top-Three Performing SBESC Facebook Posts</b>		
15 Impressions; 2 Engagements	10 Impressions; 1 Engagements	9 Impressions; 1 Engagements

Graphic / Partner Repost – West Basin Rain Barrel Event Flyer	Graphic / Partner Repost – West Basin Recycled Water Facility Tour	Graphic / Partner Repost – LACSD Too Toxic to Trash
<b>Bottom-Three Performing SBESC Facebook Posts</b>		
6 Impressions; 0 Engagements	9 Impressions; 0 Engagement	9 Impressions; 0 Engagements
Graphic / Partner Repost – West Basin Domain Name Switch	Graphic / Partner Repost – LADWP Air Condition Rebate	Graphic / Partner Repost – West Basin Rain Barrel Event Flyer

<b>Top-Three Performing SBESC X Posts</b>		
83 Impressions; 3 Engagements	31 Impressions; 3 Engagement	14 Impressions; 2 Engagement
Graphic / Partner Repost – WRD Student Art Contest Launch	Graphic / Partner Repost – West Basin Recycled Water Facility Tour	Graphic / Partner Repost – West Basin Rain Barrel Event Flyer
<b>Bottom-Three Performing SBESC X Posts</b>		
19 Impressions; 1 Engagements	31 Impressions; 1 Engagements	45 Impressions; 1 Engagements
Graphic / Partner Repost – West Basin Domain Name Switch	Partner Event – WRD Small Space Gardening Class	Graphic / Partner Repost – West Basin Rain Barrel Event Flyer- Beach Cities

**Top-Email Marketing Campaign**

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

Content	Exposure	Engagements (Clicks)
GBAP Newsletter August 2025	4,905 recipients (42% open rate – 1,782)	1% click through rate (39)

**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)
StreetsBlogLA	<a href="https://la.streetsblog.org/2025/08/05/south-bay-pauses-planned-metro-caltrans-405-freeway-widening">https://la.streetsblog.org/2025/08/05/south-bay-pauses-planned-metro-caltrans-405-freeway-widening</a>	South Bay Pauses Planned Metro/Caltrans 405 Freeway Widening	8/5/25	Medium	Low	High	Negative
Urbanize LA	<a href="https://la.urbanize.city/post/weekly-headlines-august-9-2025">https://la.urbanize.city/post/weekly-headlines-august-9-2025</a>	South Bay Pauses Planned Metro/Caltrans 405 Freeway Widening	8/9/25	Medium	Low	High	Negative

### Website Analytics – Overall and Top-10 Viewed Pages

<b>Site (Overall)</b>	<b>Views</b>	<b>Users</b>	<b>Average Engagement Time</b>
<b>Southbaycities.org</b>	<b>6,512</b>	<b>2,715</b>	<b>43s</b>
<b>Pages</b>	<b>Views</b>	<b>Users</b>	<b>Average Engagement Time</b>
Home Page	1,291	643	25s
Officers & Staff	301	201	1m08s
Project Coordinator Homeless Services	241	79	1m08s
Employment Opportunities	226	145	14s
404 (Page Deleted)	201	129	0s
Project Coordinator Housing Coordinator	166	78	57s
Board of Directors Meetings	137	77	21s
Calendar	136	96	40s
About the South Bay	131	106	18s
South Bay Demographics	126	88	33s