



Media Report – May 1 to May 31, 2025

Summary/Highlights: Content from the SBCCOG’s staff and volunteer tour of the LACSD’s water recycling facility proved to be the most engaged and viewed across all social platforms. The SCCOG Instagram account is currently the most engaged among SBCCOG accounts. Followers have grown 623.6% year-over-year.

Social Media – Account Performance

| Platform | Followers | Published Content | Impressions | Engagements |
|---------------|-----------|----------------------|------------------------------------|-------------|
| SBCCOG | | | | |
| X | 533 | 4 | 204 | 7 |
| Facebook | 467 | 5 | 201 | 5 |
| Instagram | 398 | 5 Posts – 11 Stories | 997 (Only stories get impressions) | 32 |
| LinkedIn | 892 | 2 | 325 | 43 |
| SBESC | | | | |
| X | 587 | 11 | 366 | 15 |
| Facebook | 869 | 14 | 167 | 8 |

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 5/31/25) | Month Over Month % Change | Year Over Year % Change |
|------------------|---|--------------------------------|---------------------------|-------------------------|
| X | 479 | 533 534 | -0.2% | +11.3% |
| Facebook | 387 | 467 461 | +1.3% | +20.6% |
| LinkedIn | 493 | 892 886 | +0.7% | +80.9% |
| Instagram | 55 | 398 390 | +2.1% | +623.6% |
| SBESC | 2023 | 2025 | | |
| X | 590 | 587 591 | -0.7% | -0.5% |
| Facebook | 864 | 869 870 | -0.1% | +0.6% |

Individual Post Performance

| Top-Three SBCCOG Facebook Posts | | |
|---|---|-------------------------------|
| 67 Impressions; 4 Engagements | 55 Impressions; 1 Engagements | 42 Impressions; 0 Engagements |
| SBCCOG Event Photos – SBCCOG Volunteer Tour of LACSD Facility | SBCCOG Graphic – Photo Contest Winner Announced | |

| | | |
|--|--|--|
| | | SBCCOG Graphic – Photo Contest Finalists Announced |
|--|--|--|

| Top-Three Performing SBCCOG X Posts | | |
|--|--|---|
| 85 Impressions; 4 Engagements SBCCOG Event Photos – SBCCOG Volunteer Tour of LACSD Facility | 77 Impressions; 3 Engagements Event Flyer – Bicycle Block Party | 26 Impressions; 0 Engagement SBCCOG Event Video– GA Photobooth Video Compilation |

| Top-Three Performing LinkedIn Posts | | |
|--|---|-----|
| 234 Impressions; 38 Engagements SBCCOG Event Photos – SBCCOG Volunteer Tour of LACSD Facility | 91 Impressions; 5 Engagements SBCCOG Graphic – Photo Contest Finalists Announced | N/A |

| Top-Three Performing Instagram Posts | | |
|--|---|--|
| 631 Impressions; 10 Engagements Event Flyer – Bicycle Block Party | 94 Impressions; 7 Engagements SBCCOG Graphic – Photo Contest Finalists Announced | 134 Impressions; 7 Engagement SBCCOG Event Video– GA Photobooth Video Compilation |

| Top-Three Performing SBESC Facebook Posts | | |
|--|---|--|
| 48 Impressions; 5 Engagements SBCCOG Event Photos – SBCCOG Volunteer Tour of LACSD Facility | 6 Impressions; 1 Engagements Graphic/Partner Repost – LADWP Spanish Energy Rebate | 15 Impressions; 0 Engagements Graphic/Partner Repost – LACSD Speakers Bureau Promo |
| Bottom-Three Performing SBESC Facebook Posts | | |
| 7 Impressions; 0 Engagements Graphic/Partner Post – West Basin Chat Promo | 5 Impressions; 0 Engagement Graphic/Partner Post – West Basin \$6 Landscape Rebate | 5 Impressions; 0 Engagement Graphic/Partner Post – LADWP \$500 laundry Machine Rebate |

| Top-Three Performing SBESC X Posts | | |
|--|--|---|
| 24 Impressions; 2 Engagements Graphic/Partner Post – West Basin Chat Promo | 49 Impressions; 1 Engagements Graphic/Partner Repost – RD Teacher Highlight Student Art Contest | 75 Impressions; 0 Engagement Graphic/Flyer/Partner –West Basin Connect with Community |
| Bottom-Three Performing SBESC X Posts | | |
| 20 Impressions; 0 Engagement Graphic/Partner Post – West Basin \$6 Landscape Rebate | 31 Impressions; 0 Engagement SBCCOG Event Photos – SBCCOG Volunteer Tour of LACSD Facility | 27 Impressions; 1 Engagement Graphic/Flyer/Partner –West Basin Water Bottle Filling Station Info |

Top-Email Marketing Campaign

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

| Content | Exposure | Engagements (Clicks) |
|-----------------------|---|-----------------------------|
| May 2025 E-Newsletter | 17,782 recipients (38% open rate – 6,056) | 1% click through rate (124) |

Confirmed Earned Media Placements

| Outlet | Link | Headline | Date | Publication Quality | Relevance of Message to Brand | Mindshare (Brand Predominance) | Sentiment (Positive or Negative) |
|------------------------|---|---|---------|---------------------|-------------------------------|--------------------------------|----------------------------------|
| Fox 5 San Diego | https://fox5sandiego.com/business/press-releases/einpresswire/811890937/rsg-telecom-to-acquire-south-bay-fiber-network-assets-and-operational-contract-from-american-dark-fiber/ | RSG Telecom to Acquire South Bay Fiber Network Assets and Operational Contract from American Dark Fiber | 5/13/25 | Medium | Medium | Medium | Neutral |
| Daily Breeze | https://www.dailybreeze.com/2025/05/23/hermosa-beach-councilmember-named-to-coastal-commission/ | Hermosa Beach Councilmember Named to Coastal Commission | 5/23/25 | High | Medium | Low | Positive |
| Lake County Record Bee | https://www.record-bee.com/2025/05/24/news-briefs-1152/ | Senate Leader McGuire and Senate Rules Committee appoint Col. Ray Jackson (Ret.) to California Coastal Commission | 5/24/25 | High | Medium | Low | Positive |

Website Analytics – Overall and Top-10 Viewed Pages

| Site | Views | Users | Average Engagement Time |
|--------------------|--------|-------|-------------------------|
| Southbaycities.org | 20,005 | 5,358 | 59s |

| Page | Views | Users | Average Engagement Time |
|--|--------|-------|-------------------------|
| (Not Set) | 11,460 | 353 | 9m34s |
| South Bay Cities Council of Governments | 1,187 | 574 | 25s |
| Request for Qualifications (RFQ): Local Travel Network Project Management & Technical Services - South Bay Cities Council of Governments | 233 | 145 | 31s |
| Officers & Staff | 224 | 171 | 59s |
| Board of Directors Meeting | 205 | 129 | 57s |
| Steering Committee Meeting | 155 | 87 | 29s |
| Request for Proposal - South Bay Cities Council of Governments | 148 | 46 | 41s |
| Media Center - South Bay Cities Council of Governments | 147 | 135 | 4s |
| Events | 141 | 91 | 16s |
| About the South Bay | 134 | 107 | 14s |