



Media Report – January 1 to January 31, 2025

Summary/Highlights: The Functional Zero South Bay Watch story, 90s Rewind Photo Contest and information related to SoCal’s wildfires were consistent top social media performers in January across most SBCCOG platforms. RPVtv featured an overview of the SBCCOG covering the informational session the SBCCOG conducted for cities communicating upcoming goals for 2025.

Social Media Followers – Account Performance

Platform SBCCOG	Followers	Published Content	Impressions	Engagements
SBCCOG				
X	535	33	1,812	82
Facebook	451	20	1,259	88
LinkedIn	827	7	2,668	191
Instagram	308	33	4,415	174
SBESC				
X	585	15	393	11
Facebook	871	19	484	19

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

SBCCOG	2023 Followers (as of December of 2023)	2024 Followers (as of 1/31/25)	Month Over Month % Change	Year Over Year % Change
X	479	535 534	+1%	+12%
Facebook	387	451 448	+1.4%	+16.5%
LinkedIn	493	827 739	+5.7%	+67.8%
Instagram	55	308 282	+38.3%	+460%
SBESC	2023	2024		
X	590	585 585	0%	0%
Facebook	864	871 871	+0.1%	0.8%

Individual Post Performance

Top-Three SBCCOG Facebook Posts		
181 Impressions; 25 Engagements Photo and South Bay Watch Story Link – Functional Zero Homelessness	76 Impressions; 10 Reach Graphic – Fire Warning Emergency Alert Mistake	49 Impressions; 9 Engagements Graphic/Flyer – G Bolt Pilot Program
Bottom-Three SBCCOG Facebook Posts		
29 Impressions; 0 Engagements Graphic – SBCCOG Administrative Assistant Position	51 Impressions; 0 Engagements Graphic - Alert SouthBay Registration Information	19 Impressions; 0 Engagements Graphic - Leaf Blower Ban

Top-Three Performing SBCCOG X Posts		
444 Impressions; 12 Engagements Graphic/Tips List – AQMD Tips for Poor Post-Fire Air Quality	43 Impressions; 10 Engagements Photo and South Bay Watch Story Link – Functional Zero Homelessness	39 Impressions; 7 Engagement Graphic/Flyer – 25 th General Assembly Invitation
Bottom-Three Performing SBCCOG X Posts		
0 Impressions; 0 Engagement Graphic/Flyer – Alert SouthBay Registration Information	19 Impressions; 0 Engagement Graphic – G Bolt Pilot Program	18 Impressions; 0 Engagement Graphic/Flyer – Torrance Donation Drive “Stuff a Bus”

Top-Three Performing LinkedIn Posts		
996 Impressions; 39 Engagements Photo/South Bay Watch Story Link – Functional Zero Homelessness	722 Impressions; 41 Engagements Local Travel Network Trademark Announcement	335 Impressions; 70 Engagements Graphic and Photos – El Segundo Award “APWA Project of the Year”
Bottom-Three Performing LinkedIn Posts		
90 Impressions; 2 Engagements Graphic/Flyer – G Bolt Pilot Program	109 Impressions; 5 Engagements Graphic/Flyer – South Bay 90’s Rewind Photo Contest	168 Impressions; 16 Engagements Graphic/Flyer – 25 th General Assembly Invitation

Top-Three Performing Instagram Posts		
1,624 Impressions; 940 Reach; 42 Engagements Graphic/Tips – AQMD Post Fire Air-Quality Tips	397 Impressions; 356 Reach; 22 Engagements Graphic/Flyer – South Bay 90's Rewind Photo Contest	778 Impressions; 681 Reach; 22 Engagements Photo and Tips – Manhattan Beach School District Welcomes Displaced Students from Palisades Fire
Bottom-Three Performing Instagram Posts		
756 Impressions; 721 Reach; 5 Engagements Graphic/Flyer – Invitation to the General Assembly	122 Impressions; 96 Reach; 6 Engagements Graphic/Tips List – AQMD Tips for Poor Post-Fire Air Quality	142 Impressions; 108 Reach; 7 Engagements Photo – Senator Steve Bradford Recognition

Top-Three Performing SBESC Facebook Posts		
29 Impressions; 3 Engagements Graphic/Flyer – South Bay 90's Rewind Photo Contest	36 Impressions; 3 Engagements Graphic/Partner Post – LADWP Drinking Water Warning Update	36 Impressions; 3 Engagements Graphic/Partner Post – LADWP Drinking Water Warning
Bottom-Three Performing SBESC Facebook Posts		
30 Impressions; 0 Engagements Event Post Flyer – MLK Day Celebration in Gardena	28 Impressions; 0 Engagement Graphic/Partner Post – West Basin Malibu Rain Barrel Event Cancelled	27 Impressions; 0 Engagement Graphic/Partner Post – LACSD Calabasas Land Fill Full Announcement

Top-Three Performing SBESC X Posts		
249 Impressions; 7 Engagements Graphic/Flyer – South Bay 90's Rewind Photo Contest	21 Impressions; 2 Engagements Graphic/Flyer/Partner Event – West Basin Malibu Rain Barrel Cancelled	14 Impressions; 2 Engagement Graphic/Flyer/Partner Event – WRD ARC Tour Promo
Bottom-Three Performing SBESC X Posts		
31 Impressions; 0 Engagement Event Post Flyer – MLK Day Celebration in Gardena	26 Impressions; 0 Engagement Graphic/Partner Content – WRD Water Conservation Infographic	1 Impressions; 0 Engagement Graphic – Alert SouthBay Registration Information

Top-Email Marketing Campaign

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

Content	Exposure	Engagements (Clicks)
SBESC January 2025 E- Newsletter	18,082 recipients (40% open rate – 7,054)	1% click through rate (143)

Confirmed Earned Media Placements

Outlet	Link	Headline	Date	Publication Quality	Relevance of Message to Brand	Mindshare (Brand Predominance)	Sentiment (Positive or Negative)
Random Lengths	https://www.randomlengthsnews.com/archives/2025/01/02/energy-efficiency-sustainability/67412	City of Carson Honored for Leadership in Energy Efficiency and Sustainability	1/2/25	Medium	High	High	Positive
RPVtv	https://youtu.be/OiXQx2VaHBU?feature=share&t=53	SBCCOG Overview	2/9/25	High	High	High	Positive

Website Analytics – Overall and Top-10 Viewed Pages

Site	Views	Users	Average Engagement Time
Southbaycities.org	7,947	3,874	38s
Page	Views	Users	Average Engagement Time
Home Page	1,324	547	41s
Calendar	286	214	10s
Road to Functional Zero Homelessness Story	254	186	1m14s
City Showcase: Torrance Expands Transportation	231	151	58s
About the South Bay	202	183	11s
About Officers and Staff	192	134	57s
About	186	95	48s
Committee Board Meetings	186	87	36s
Redondo Beach Achieves Functional Zero Homelessness Press Release	159	122	34s
2025 General Assembly	153	111	38s