



Media Report – July 1 to July 31, 2025

Summary/Highlights: Social media followers continued to make slow, but steady gains across SBCCOG profiles with the largest year-over-year growth on Instagram at +56%, followed by LinkedIn at +28%. The most popular social media content was news about SBCCOG job openings, a South Bay Watch story about Torrance’s Sustainable Landscape Beautification Awards and a video about Romeial Hilaire, a Homeless Services success story.

Social Media – Account Performance

Platform	Followers	Published Content	Impressions	Engagements
SBCCOG				
X	544	20	945	40
Facebook	477	17	5,884	503
Instagram	439	18 Posts – 12 Stories	Content generated 8,797 views and 438 impressions (impressions metric is only provided for IG stories, not posts)	172
LinkedIn	948	10	5,271	665
SBESC				
X	594	14	552	28
Facebook	870	21	249	8

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 7/31/25)	Month-Over-Month % Change	Year-Over-Year % Change
X	534	544 539	+1%	+1.9%
Facebook	448	477 471	+1.3%	+6.5%
LinkedIn	739	948 907	+4.5%	+28%
Instagram	282	439 419	+4.8%	+56%
SBESC	2024	2025		
X	585	594 593	+2%	+1.5%

Facebook	871	870 868	0.2%	-0.1%
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Individual Post Performance (*Indicates Boosted Content)

Top-Three Performing SBCCOG Facebook Posts		
2,643 Impressions; 276 Engagements South Bay Watch Story – Torrance Sustainable Landscape Beautification Awards	1,933 Views; 139 Engagements SBCCOG Graphic – Homeless Services Position Open	344 Impressions; 25 Engagements SBCCOG Photo / Video – Homeless Services Success Story – Romeial Hilaire
Bottom-Three Performing SBCCOG Facebook Posts		
31 Impressions; 0 Engagement Graphic / Non-Partner Post – L.A. Heat Campaign (Health Risks)	33 Impressions; 0 Engagement Graphic – Member City Event	38 Impressions; 0 Engagements Graphic / Non-Partner Post – L.A. Heat Campaign (Cool Neighborhoods)

Top-Three Performing SBCCOG X Posts		
436 Impressions; 12 Engagements South Bay Watch Story – Torrance Sustainable Landscape Beautification Awards	55 Impressions; 5 Engagements Graphic / Partner Post – CivicSpark Fellowship Open	49 Impressions; 3 Engagements SBCCOG Graphic – Homeless Services Position Open
Bottom-Three Performing SBCCOG X Posts		
18 Impressions; 0 Engagements Graphic / Non-Partner Post – L.A. Heat Campaign (Mental Health)	20 Impressions; 0 Engagements SBCCOG Photo / Video – Homeless Services Success Story – Romeial Hilaire	19 Impressions; 1 Engagements Graphic / Partner Post – Bixby Marshland LACSD

Top-Three Performing Instagram Posts		
886 Views; 24 Engagements SBCCOG Graphic – Homeless Services Position Open	857 Views; 23 Engagements SBCCOG Graphic – Tsunami Warning	415 Views; 22 Engagements SBCCOG Graphic – Homeless Services Position Open
Bottom-Three Performing Instagram Posts		
222 Views; 1 Engagements SBCCOG Graphic – SBCCOG Closed on July 4th	307 Reach; 2 Engagement Graphic / Partner Post – L.A. Heat Campaign	129 Views; 3 Engagement SBCCOG Graphic – Rodney Tanaka Celebration

Top-Three Performing LinkedIn Posts		
1,015 Impressions; 228 Engagements	382 Impressions; 146 Engagements	886 Impressions; 61 Engagements Graphic / Partner Post – CivicSpark Fellowship Open

Photo of Staff, SBCCOG Event (Board) – CivicSpark Fellow Thank You	SBCCOG Graphic – Rodney Tanaka Celebration	
Bottom-Three Performing LinkedIn Posts		
254 Impressions; 11 Engagements SBCCOG Photo / Video – Homeless Services Success Story – Romeial Hilaire	138 Impressions; 13 Engagement South Bay Watch Story – Torrance Sustainable Landscape Beautification Awards	420 Impressions; 32 Engagement SBCCOG Graphic – We Moved Offices!

Top-Three Performing SBESC Facebook Posts		
20 Impressions; 2 Engagements Graphic / Partner Repost – WRD Director / Certificate for Rodney	12 Impressions; 1 Engagements Graphic / Partner Post – LACSD Too Toxic to Trash	11 Impressions; 1 Engagements Graphic / Partner Repost – West Basin Garden Rebate
Bottom-Three Performing SBESC Facebook Posts		
6 Impressions; 0 Engagements Graphic / Partner Post – LADWP Customer Support Saturday	8 Impressions; 0 Engagement Graphic / Partner Post – West Basin Rebate Chat	8 Impressions; 0 Engagements Graphic / Partner Post – LACSD Too Toxic to Trash

Top-Three Performing SBESC X Posts		
66 Impressions; 2 Engagement Graphic / Flyer / Partner – WRD Student Art Contest Launch	35 Impressions; 4 Engagements Graphic / Partner Post – West Basin Water Facility Tour	24 Impressions; 3 Engagement Graphic / Partner Post – West Basin Rebate Chat
Bottom-Three Performing SBESC X Posts		
12 Impressions; 0 Engagement Partner Photo – WRD Directors in the Field	19 Impressions; 0 Engagements Partner Post, Graphic – Bixby Marshland LACSD	26 Impressions; 1 Engagements Partner Post, Graphic – Bixby Marshland LACSD

Top-Email Marketing Campaign

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

Content	Exposure	Engagements (Clicks)
July 2025 E-Newsletter	17,471 recipients (38% open rate – 6,047)	1% click through rate (102)

Confirmed Earned Media Placements

Outlet	Link	Headline	Date	Publication Quality	Relevance of Message to Brand	Mindshare (Brand	Sentiment (Positive or Negative)
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						Predominance in Article)	
Santa Monica Daily Press	https://smdp.com/uncategorized/share-receives-dollar33-billion-grant-to-expand-peer-respite-services-in-los-angeles/	SHARE! Receives \$3.3 Billion Grant to Expand Peer-Respite Services in Los Angeles	7/5/25	Medium	High	Medium	Positive
Westside Current	https://www.westsidecurrent.com/news/share-to-open-two-new-peer-respite-homes-in-los-angeles-county-with-historic-state/article_0168d613-f1ae-47e5-9958-2bdca030a6aa.html	SHARE! To Open Two New Peer Respite Homes in Los Angeles County with Historic State Behavioral Health Funding	7/7/25	Medium	High	Medium	Positive
Citizen Portal AI	https://citizenportal.ai/articles/5342568/Gardena/Los-Angeles-County/California/Gardena-City-Council-honors-Mayor-Pro-Tem-Tanaka-at-South-Bay-COGS-meeting	Gardena City Council Honors Mayor ProTem Tanaka at South Bay COGS Meeting	7/10/25	Medium	High	High	Positive

Website Analytics – Overall and Top-10 Viewed Pages

Site (Overall)	Views	Users	Average Engagement Time
Southbaycities.org	7,505	2,752	50s
Pages	Views	Users	Average Engagement Time
Home Page	1,559	639	32s
Page Not Found (/404.html)	320	181	0s
Officers & Staff	318	198	1m14s

Project Coordinator Homeless Services	190	141	29s
Employment Opportunities	178	133	17s
Calendar	164	113	29s
About	163	111	31s
Newsletter	143	34	2m06s
Board of Directors	141	85	1m18s
Media Center	135	85	18s