



Media Report – December 1 to December 31, 2025

Summary/Highlights: Impressive year-over-year follower gains were made on Instagram (92.55%) and LinkedIn (46.82%). LinkedIn remains the SBCCOG’s most engaged platform, generating 728 engagements in December. The South Bay Energy and Climate Awards drew attention on Instagram and X, earning top-three performing content spots on both platforms. South Bay Watch generated the highest open rate among the month’s e-blasts at 40%.

Platform	Followers	Published Content	Impressions	Engagements
SBCCOG				
X	552	12	119	20
Facebook	507	14	608 (Reach)	66
Instagram	543	16	Content generated 5,802 views (impressions metric is not provided for IG posts)	201
LinkedIn	1085	10	6,222	728
SBESC				
X	592	11	209	6
Facebook	872	21	282 (Reach)	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 12/8/2025)	Month-Over-Month % Change	Year-Over-Year % Change
X	534	552 552	+0%	+3.37%
Facebook	448	507 503	.79%	+13.16%
LinkedIn	739	1085 1060	+2.35%	+46.82%
Instagram	282	543 518	+4.8%	+92.55%
SBESC	2024	2025		
X	585	592 593	0.16%	+1.19%

Facebook	871	872 872	+0%	+0.11%
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Individual Post Performance (*Indicates Boosted Content)

Top-Three Performing SBCCOG Facebook Posts

93 Reached; 12 Engagements Graphic - SBCCOG Board Vote	80 Reached; 10 Engagements Graphic – Job Listing	106 Reached; 9 Engagements Graphic – Partner City Vote – Housing Trust
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Bottom-Three Performing SBCCOG Facebook Posts

36 Reached; 1 Engagements Photos – SBCCOG Facility Equipment Inventories	35 Reached; 1 Engagements SBCCOG Graphic – New Employee	22 Reached; 1 Engagements Graphic – South Bay Energy and Climate Recognition Program
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Top-Three Performing SBCCOG X Posts

63 Impressions; 2 Engagements Graphic – South Bay Energy and Climate Recognition Program	41 Impressions; 2 Engagements Photos – SBCCOG Open House and Volunteer Recognition Reception	39 Impressions; 2 Engagements Graphic – South Bay Energy and Climate Recognition Program
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0 Impressions; 0 Engagements Graphic - SBCCOG Job Listing	14 Impressions; 0 Engagements Graphic – LACAHS Board Approves Rental Assistance Funding	13 Impressions; 1 Engagement Newsletter – South Bay Watch
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Top-Three Performing Instagram Posts

793 Views; 10 Engagements Graphic – South Bay Energy and Climate Recognition Awards	679 Views; 44 Engagements Graphic – New SBCCOG Employee Post	629 Views; 12 Engagements Photo – Facility Equipment Inventories
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Bottom-Three Performing Instagram Posts

84 Views 2 Engagements Newsletter – SBESC Newsletter	196 Views; 6 Engagements Graphic – SBCCOG Job Listing	224 Views; 6 Engagements Graphic – LACAHS Board Approves Rental Assistance Funding
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Top-Three Performing SBESC Facebook Posts

22 Reached; 2 Engagements Graphic – New SBCCOG Employee	7 Reached; 1 Engagements GIF – LACSD Happy Holidays	8 Impressions; 0 Engagements Photos – WRD Groundwater Quality Workshop
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Bottom-Three Performing SBESC Facebook Posts

9 Reached; 0 Engagements Partner Newsletter – West Basin Newsletter	9 Reached; 0 Engagements Graphic/Partner Flyer WRD Job Listing	9 Impressions; 0 Engagements GIF – LACSD Protecting Pipes this Thanksgiving
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Top-Three Performing SBESC X Posts

37 Impressions; 1 Engagements Graphic – WRD Water Awareness Calendar	30 Impressions; 1 Engagement Graphic – LACSD Too Toxic to Trash	29 Impressions; 0 Engagement Graphic – Welcome New SBCCIG Employee
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Bottom-Three Performing SBESC X Posts

9 Impressions; 0 Engagements Photos – SBCCOG Facility Equipment Inventories	15 Impressions; 0 Engagements Graphic/Photos – West Basin Wrapped	12 Impressions; 2 Engagements Photos – Best Basin Community Events Round Up
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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 2025 Fall Issue	21,369 recipients (40% open rate –8,131)	1% click through rate (202)

Confirmed Earned Media Placements

Outlet	Link	Headline	Date	Publication Quality	Relevance of Message to Brand	Pre in
EasyReader	https://easy-reader.online-edition.com/html5/index.html?&locale=ENG&pn=25	Council of Governments neutral on light-rail proposal	12/11/25	High	Medium	
MyNewsLA.com	https://mynewsLA.com/business/2025/12/19/stay-housed-la-coalition-celebrates-5-years-of-housing-justice/	Stay House LA Coalition Celebrates 5 Years of Housing Justice	12/19/25	Medium	High	

WSPA 7 News	https://www.wspa.com/business/press-releases/ein-presswire/877881168/city-of-carson-recognized-for-leadership-in-energy-efficiency-and-sustainability/	City of Carson Recognized for Leadership in Energy Efficiency and Sustainability	12/23/25	Low	High
Daily Breeze	https://www.dailybreeze.com/2025/12/24/carson-recognized-for-its-various-sustainability-efforts/	Carson Recognized for its Various Sustainability Efforts	12/24/25	High	High

City Communications (Includes results from our collaboration with partner city communicators to share relevant content with their audiences via their communications channels)

City	Comms Type	Material	Date
Carson	Instagram	South Bay Energy and Climate Awards Platinum Recognition	12/17/25
Manhattan Beach	Facebook, Instagram, X	South Bay Energy and Climate Recognition Program	12/11/25

Website Analytics – Overall and Top-10 Viewed Pages

Site (Overall)	Views	Users	Average Engagement Time
TOTAL	9,770	6,793	15s
/ (Home Page)	1392	1,318	15s
/about/officers-staff/	200	134	1 min 12 s
/financial-analysts-job-opening	167	133	46s
/2026-general-assembly/	151	59	1 m 14 s
/about/	143	106	22s
/employment-opportunities/	138	85	18s
/about/south-bay-demographics/	127	110	12s
/about/about-the-south-bay/	136	119	9s
/about/south-bay-demographics/	122	104	21s
/calendar/	115	89	49s