



Media Report – January 1 to January 31, 2026

Summary/Highlights: Impressive year-over-year follower gains were made on Instagram (86%) and LinkedIn (32%). In January, Instagram was SBCCOG’s most engaged platform, generating 94 total engagements, with LinkedIn performing second with 65 total engagements. The South Bay Energy and Climate Awards video and Kits for Kids Celebration video drew attention on Instagram and X, earning top-three performing content spots on both platforms. The LACSD E-blast Bixby Marshland #2 campaign generated the highest open rate among the month’s e-blasts at 44%.

Platform	Followers	Published Content	Impressions	Engagements
SBCCOG				
X	551	12 Posts	404	28
Facebook	509	7 Posts	663 (Reach)	24
Instagram	572	10 Posts – 15 Stories	Content generated 4,216 views (impressions metric is not provided for IG posts)	94
LinkedIn	1,095	3 Posts	843	65
SBESC				
X	590	10 Posts	166	21
Facebook	872	18 Posts	146 (Reach)	18

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

SBCCOG	2025 Followers (as of January of 2025)	2026 Followers (as of 1/31/2026)	Month-Over-Month % Change	Year-Over-Year % Change
X	535	551 <small>552</small>	0.2%	+3%
Facebook	451	509 <small>507</small>	+0.4%	+13%
LinkedIn	827	1095 <small>1085</small>	+0.9%	+32%
Instagram	308	572 <small>543</small>	+5%	+86%
SBESC	2025	2026		
X	585	590 <small>592</small>	0.3%	+0.9%

Facebook	871	872 872	0%	+0.1%
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Individual Post Performance (*Indicates Boosted Content)

Top-Three Performing SBCCOG Facebook Posts		
465 Reached; 12 Engagements Video – South Bay Energy and Climate Recognition Program	60 Reached; 5 Engagements Graphic – Homeless Count Volunteers Request	40 Reached; 1 Engagements Photo/Quote – SBW Story-HERO Community Services
Bottom-Three Performing SBCCOG Facebook Posts		
27 Reached; 0 Engagements Graphic – Measure R & M	21 Reached; 2 Engagements Video – CalRecycle Partnership	19 Reached; 4 Engagements Video – Kits for Kids Celebration

Top-Three Performing SBCCOG X Posts		
64 Impressions; 1 Engagements Video – South Bay Energy and Climate Recognition Program	50 Impressions; 4 Engagements Video – Kits for Kids Celebration	47 Impressions; 3 Engagements Video – CalRecycle Partnership
Bottom-Three Performing SBCCOG X Posts		
34 Impressions; 3 Engagements Photo/Quote – SBW Story-HERO Community Services	32 Impressions; 6 Engagements Graphic – Measure R & M	20 Impressions; 0 Engagement Newsletter Graphic – Turtle Talk: Special Legislation Edition

Top-Three Performing SBCCOG Instagram Posts		
1,211 Views; 21 Engagements Video – Kits for Kids Celebration	735 Views; 13 Engagements Video – South Bay Energy and Climate Recognition Program	691 Views; 7 Engagements Graphic – MetroLA Older Adult Transportation Pop-Up
Bottom-Three Performing SBCCOG Instagram Posts		
205 Views; 4 Engagements Video – CalRecycle Partnership	201 Views; 11 Engagements Newsletter Graphic – Turtle Talk: Special Legislation Edition	141 Views; 6 Engagements Newsletter Graphic – SBESC

Top-Three Performing SBESC Facebook Posts		
17 Reached; 0 Engagements	16 Reached; 4 Engagements	11 Reached; 0 Engagements

PublicCEO	https://www.publicceo.com/2026/01/city-of-torrance-celebrates-and-honors-the-legacy-of-former-mayor-dan-walker/	City of Torrance celebrates and honors the legacy of former Mayor Dan Walker	1/7/26	High	Low	Low
Daily Breeze	https://www.dailybreeze.com/2026/01/19/la-metro-board-to-vote-on-extending-light-rail-to-the-south-bay/?clearUserState=true	LA Metro Board to vote on extending light rail to the South Bay	1/19/26	High	Low	Low

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
Rolling Hills Estates	E-newsletter	Turtle Talk	1/30/26

Website Analytics – Overall and Top 10 Viewed Pages

Site (Overall)	Views	Users	Average Engagement Time
TOTAL	11,817	7,363	20s
/ (Home Page)	1,789	989	23s
/2026-general-assembly/	367	170	59s
/about/officers-staff/	326	197	1m 08s
/calendar/	207	138	39s
/about/	159	112	20s
/committees/board-of-directors-meetings/	156	92	16s
/about/about-the-south-bay/	146	131	11s
/about/board-of-directors/	137	90	41s
/employment-opportunities/	134	107	13s
/about/about-the-south-bay/	134	115	21