



Media Report – April 1 to April 30, 2026

Summary/Highlights: General Assembly earned-media momentum continued into April with a front-page Easy Reader recap story that featured photos of several speakers. The Palos Verdes Peninsula News and The Beach Reporter also ran a GA story on the front page that had previously ran in the Daily Breeze. Social media followers continue to slowly increase across all SBCCOG and SBESC platforms, with the largest year-over-year growth on Instagram, +73.85%, followed by LinkedIn at +32.05%. Top-performing content across platforms included the 26th General Assembly photo album post, a South Bay Watch story highlight on Yas’ Market’s no-cost energy equipment upgrades through SoCalREN, and the Local Travel Network Eureka Award video. Among this month’s e-blasts, the April SBESC E-Newsletter campaign achieved the highest open rate at 38%. Additionally, the Renter Protection and Homeless Prevention Assistance Program website page generated the highest number of visits after the home page.

Platform	Followers	Published Content	Impressions	Engagements
SBCCOG				
X	556	14 Posts	311	32
Facebook	524	17 Posts	2,053 (Reach)	176
Instagram	678	14 Posts – 14 Stories	Content generated 2,674 views (impressions metric is not provided for IG posts)	101
LinkedIn	1,170	13 Posts	2,993	328
SBESC				
X	592	12 Posts	183	14
Facebook	866	10 Posts	274 (Reach)	3

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

SBCCOG	2025 Followers (as of March of 2025)	2026 Followers (as of 3/31/2026)	Month-Over-Month % Change	Year-Over-Year % Change
X	534	556 552	+0.72%	+4.12%
Facebook	461	524 518	+1.15%	+13.67%
LinkedIn	886	1,170 1,143	+2.36%	+32.05%
Instagram	390	678 660	+2.73%	+73.85%

SBESC	2025	2026		
X	591	592 590	+0.34%	+0.17%
Facebook	870	866 868	-0.23%	+0.46%

Individual Post Performance (*Indicates Boosted Content)

Top-Three Performing SBCCOG Facebook Posts		
651 Reached; 29 Engagements Graphic - SBW Story Highlight-Yas' Market	597 Reached; 8 Engagements Graphic - CivicSpark Application Notice	295 Reached; 104 Engagements Photo Album - 26th General Assembly
Bottom-Three Performing SBCCOG Facebook Posts		
21 Reached; 1 Engagement Graphic - SoCalRen Kits for Kids Program Overview	18 Reached; 1 Engagement Video - SBCCOG Year-in-Review	17 Reached; 2 Engagement Video - LTN Eureka Award

Top-Three Performing SBCCOG X Posts		
35 Impressions; 4 Engagements Graphic - Earthquake Preparedness Month	34 Impressions; 1 Engagement Graphic - Turtle Talk Newsletter	33 Impressions; 2 Engagements Graphic - Connect Day Event
Bottom-Three Performing SBCCOG X Posts		
15 Impressions; 3 Engagements Graphic - Earth Month Events	15 Impressions; 0 Engagement Video - 26 th General Assembly Recap Sessions Video	15 Impressions; 0 Engagement Video - LTN Eureka Award

Top-Three Performing SBCCOG Instagram Posts		
409 Views; 28 Engagements Video - Photo Album 26 th General Assembly	343 Views; 10 Engagements Video - Esri GIS Team Certifications	332 Views; 6 Engagements Video - 26 th General Assembly Recap Sessions Video
Bottom-Three Performing SBCCOG Instagram Posts		
80 Views; 1 Engagement Graphic - April SBESC Newsletter	57 Views; 2 Engagements Video - Rolling Hills Organic Waste Series	29 Views; 1 Engagement Graphic - SoCalRen Kits for Kids Program Overview

Top-Three Performing SBCCOG LinkedIn Posts		
465 Impressions; 12 Engagements Video - LTN Eureka Award	369 Impressions; 12 Engagements Photo Album - 26 th General Assembly	342 Impressions; 10 Engagements Video - Professional Admin Day
Bottom-Three Performing SBCCOG LinkedIn Posts		
134 Impressions; 4 Engagements Video - Esri GIS Team Certifications	128 Impressions; 3 Engagements Graphic - SoCalRen Kits for Kids Program Overview	77 Impressions; 0 Engagement Graphic - Earthquake Awareness Month

Top-Three Performing SBESC Facebook Posts		
172 Reached; 0 Engagement Video - Rolling Hills Organic Waste Video Series	20 Reached; 1 Engagement Graphic - Earth Day Events	20 Reached; 0 Engagement Graphic - Bixby Marshland Open Notice
Bottom-Three Performing SBESC Facebook Posts		
10 Reached; 0 Engagement Graphic - SoCalRen Kits for Kids Program Overview	9 Reached; 1 Engagement Graphic - CivicSpark Application Notice	6 Reached; 0 Engagement Graphic - West Basin: Free Transforming Lawns Workshop

Top-Three Performing SBESC X Posts		
44 Impressions; 2 Engagements Photo - West Basin Future Engineers in Action	23 Impressions; 1 Engagement Graphic - West Basin: Free Transforming Lawns Workshop	20 Impressions; 1 Engagement Graphic - West Basin: Free Native Plant Landscape Workshop
Bottom-Three Performing SBESC X Posts		
8 Impressions; 1 Engagement Graphic - CivicSpark Application Notice	6 Impressions; 1 Engagement Graphic - Water Replenishment District Free Turf Workshop	5 Impressions; 0 Engagement Graphic - SBW Story Highlight Yas' Market

Top-Email Marketing Campaign

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

Content	Exposure	Engagements (Clicks)
April 2026 SBESC E-Newsletter	20,571 recipients (38% open rate 7,340)	1% click-through rate (178)

Confirmed Media Coverage and Earned Placements

A front-page story about the SBCCOG's 26th General Assembly was featured on the front page of the April 15 Easy Reader.



Outlet	Link	Headline
Easy Reader	https://easyreadernews.com/post-games-report-sb-business-and-civic-leaders-plan-what-follows-the-fast-approaching-world-cup-and-olympic	Post Games Report: SB Business and Civic Leaders Plan What Follows the Fast Approaching World Cup and Olympics
Palos Verdes Peninsula News	https://enewspaper.pvnews.com/html5/reader/production/default.aspx?pubname=&edid=3637e78f-69c8-4994-af70-a54bd3125d0a	Print Leaders Prepare for Many Big Events

The Beach Reporter	https://enewspaper.tbrnews.com/html5/reader/production/default.aspx?pubname=&edid=636743a1-13f1-47a9-a2f7-eab8216432fd	Leaders Looking Ahead to Regional Events
The Daily Breeze	https://www.dailybreeze.com/2026/04/26/district-66-assembly-candidates-talk-education-housing-and-environment/	District 66 Assembly Candidates Talk Education, Housing and Environment
Hoodline	https://hoodline.com/2026/04/beverly-hills-pol-walks-away-from-la-county-housing-board/	John Mirisch Steps Down from LACAHS Board

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
N/A	N/A	N/A	N/A

Website Analytics – Overall and Top 10 Viewed Pages

Site (Overall)	Views	Users	Average Engagement Time
Site Overall TOTAL	11,302	5,623	33s
/ (Home Page)	1,871	1,016	26s
/programs/renter-protection-and-homeless-prevention-assistance-program/	879	319	1m 39s
/about/officers-staff/	300	190	1m 11s
/data-analyst-job-opening/	214	125	27s
/programs/homeless-services-in-the-south-bay/	207	104	54s
/calendar/	196	140	27s
/programs/housing/	177	104	49s
/committees/	170	152	9s
/employment-opportunities/	163	135	19s
/programs/green-business-assist-program/	163	26	33s