



# A Year in Review: December 2023-24

Tripepi Smith x  
The City of Hawthorne



# Scope of Engagement



HAWTHORNE  
City of Good Neighbors

- Press releases (2+ per month)
- Media relations
- Monthly media monitoring
- Monthly social media monitoring
- Monthly check-in and strategy calls

# Press Releases



HAWTHORNE  
City of Good Neighbors

- 2 press releases are written each month for the City of Hawthorne.
- These press releases are circulated internally, and are sent to a targeted list of local journalists.
- 2024 topics have included:
  - Hawthorne Business Connect and Commercial Facade Programs
  - New Economic Development
  - Proactive Steps in Addressing Homelessness Following Executive Order
  - Features of the variety of exciting community events throughout the year
  - Balanced Budget for 2024-2025 Fiscal Year
  - Unveiling a New City Logo

# Monthly Media Monitoring



HAWTHORNE  
CITY OF Good Neighbors

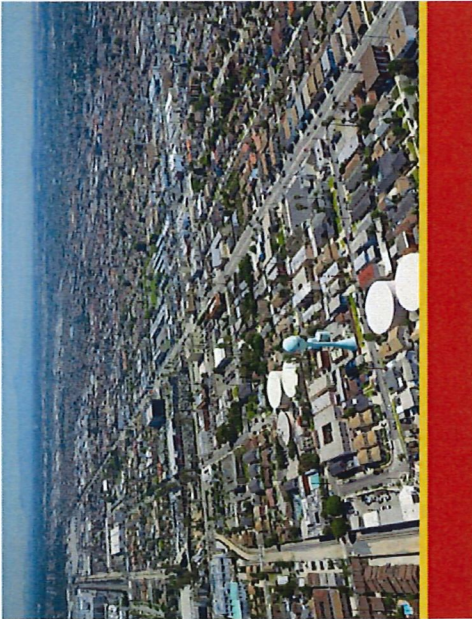
- All Hawthorne-related media coverage is monitored via Meltwater to stay abreast of any relevant news. This allows the City of Hawthorne to effectively track the impact of our press releases.
- Through the press releases, the city has garnered coverage in a variety of local news networks, with events being featured by:
  - PublicCEO
  - The Hawthorne Press Tribune
  - The Los Angeles Sentinel
  - The Daily Breeze
  - Los Angeles Magazine
  - KTLA
  - FOX
  - NBC
  - Spectrum News 1 SoCal
  - City News Service

# Press Release Feature Examples

**PUBLICCEO** California's Top News For Local Government Leaders

City County Special District Private Sector Insights

## City of Hawthorne announces balanced budget for 2024-2025 fiscal year



**Recent News**

- Los Angeles mayor secures major regulatory change to house homeless vets and launches new initiative January 7, 2025
- City of La Cañada Flintridge urges Southern California Edison to take immediate action on persistent power reliability issues January 6, 2025
- Staff Report of the Month: Strategic planning and City Council goal setting January 6, 2025

POWER Leadership & Influence of the BLACK WOMAN

100th Anniversary 1933-2023 LOS ANGELES SENTINEL

SAVE THE DATE  
Saturday, October 18, 2025  
10 a.m. to 7 p.m.

Spokane Valley Health Festival


Home About Us News Podcasts Videos Digital Paper Classifieds Subscribe TOS News Events

Breaking News Top 10 Local News Stories of 2024 In Remembrance: Honoring Those We've Lost in 2024 Top

Get the Waymo One app and ride today

LOCAL NEWS Sentinel News Service July 3, 2024

## Hawthorne Parks and Recreation Foundation Awards 100 Summer Swim Lesson Scholarships



# Monthly Social Media Monitoring



HAWTHORNE  
City of Good Neighbors

- Monthly social media reports cover the City's Facebook, Instagram, X and LinkedIn pages and dive into:
  - Audience growth
  - Impressions
  - Engagements (likes, comments, shares, saves, and story replies)
  - Top posts
- Tripepi Smith works alongside Hawthorne's social media lead Erick to identify content that resonates most with the community across all platforms.

# 2023 - 2024 Metric Analysis



**HAWTHORNE**  
City of Good Neighbors

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
<b>Reporting Period</b> Jan 1, 2024 – Dec 31, 2024	<b>13,921</b> ↗ 32.3%	<b>3,167</b> ↗ 92.6%	<b>889</b> ↗ 24.7%	<b>1,290,149</b> ↗ 73.4%	<b>73,152</b> ↗ 44.5%	<b>5.7%</b> ↘ 16.7%	<b>166,033</b> ↗ 81.8%
<b>Compare to</b> Jan 1, 2023 – Dec 31, 2023	<b>10,521</b>	<b>1,644</b>	<b>713</b>	<b>743,871</b>	<b>50,613</b>	<b>6.8%</b>	<b>91,335</b>
cityofhawthorneca	6,661	2,129	340	802,665	30,372	3.8%	158,475
City Of Hawthorne - ...	5,042	547	235	436,211	26,109	6%	6,316
@hawthorneCAL	1,476	36	246	22,182	1,072	4.8%	72
City of Hawthorne	742	455	68	29,091	15,599	53.6%	1,170

- From December 2023 to December 2024, the city has gained 3,167 followers (547 on Facebook, 2,129 on Instagram, 36 on X and 455 on LinkedIn) for a total of 13,921 followers
- Published posts increased 25%, engagements increased 45%, impressions increased 73% and video views increase 82%. Instagram remains the most popular and interactive social channel for the City of Hawthorne.
- Tracking monthly metrics also allow us to discern when City followers are most active and engaged across platforms



# Facebook



**HAWTHORNE**  
City of Good Neighbors

- On Facebook, local event flyers, recaps of city events and business information (hiring and new businesses opening) tend to perform the best.

**City Of Hawthorne - Government**  
Thu 7/11/2024, 10:53 am EDT

SAVE THE DATE! Saturday, August 3rd...a FREE Legal Clinic and "Know Your Rights" seminar. Come and meet legal professionals and community partners who will be on hand to assist with legal...




**Know Your Rights Seminar**  
SATURDAY AUGUST 3, 2024  
9:00 A.M. - 12:00 P.M.

**Services Provided:**  
- Eviction Assistance  
- Immigration Assistance  
- & much more!

**Engagement Data:**  
Total Engagements: 1,713  
Reactions: 300  
Comments: 14  
Shares: 7  
Post Link Clicks: 699  
Other Post Clicks: 693

**City Of Hawthorne - Government**  
Thu 7/25/2024, 8:58 am PDT

Tomorrow is our FINAL concert of our Summer Concert/Movies at the Park! Come on down and see the Selena tribute band Dreaming of You. Memorial Park 3901 W. El Segundo Blvd. Hawthorne CA...



**CONCERTS & MOVIES**  
IN THE PARK  
Friday, July 26, 2024  
Music, Movies and Memories Under the Stars!

**Engagement Data:**  
Total Engagements: 1,434  
Reactions: 261  
Comments: 6  
Shares: 0  
Post Link Clicks: 574  
Other Post Clicks: 593

**City Of Hawthorne - Government**  
Wed 7/24/2024, 9:48 am PST

The City of Hawthorne is HIRING! Apply now! with our website at [www.cityofhawthorne.org](http://www.cityofhawthorne.org) or call 310-349-2950 for more information.



**OPEN POSITIONS**  
APPLY NOW

**Full-time:**  
- Assistant City Attorney-Litigation  
- Beach City Clerk  
- Equipment Mechanic III  
- Inventory Assistant  
- Information Systems Analyst  
- Information Systems Manager

**Part-time:**  
- Cable TV Register III  
- Emergency Preparedness Coordinator  
- Information Systems Analyst  
- Information Systems Manager  
- Information Systems Specialist  
- Information Systems Support  
- Meter Specialist I-II

**Engagement Data:**  
Total Engagements: 1,240  
Reactions: 141  
Comments: 0  
Shares: 48  
Post Link Clicks: 263  
Other Post Clicks: 788





# Instagram



**HAWTHORNE**  
City of Good Neighbors

- On Instagram, video features are consistently among the top performing posts, such as the fraud alert from Hawthorne PD. Additionally, new business openings, such as the first Cannabis Retailer, inspire high traffic.


 **cityofhawthorne**  
Wed, 11/06/2024 3:05 pm PST

 **FRAUD ALERT** A message from the Hawthorne Police Department. (ENGLISH AND SPANISH)

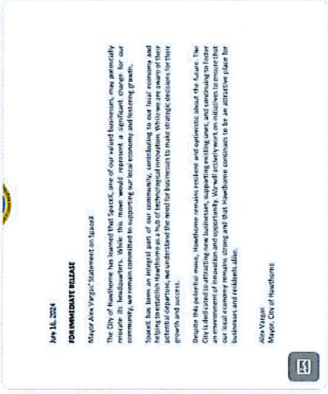


**Total Engagements** 1,469

Likes	675
Comments	19
Shares	729
Saves	46

 **cityofhawthorne**  
Thu, 7/16/2024 8:32 pm PDT

A message from Mayor Alex Vargas concerning today's SpaceX news.. #spacex #hawthorne



**Total Engagements** 759

Likes	302
Comments	60
Shares	378
Saves	18

 **cityofhawthorne**  
Thu, 8/22/2024 10:01 am PDT

The City of Hawthorne celebrated the opening of the first Cannabis Retail in Hawthorne. The Artist Tree dispensary, lounge and art space welcomed City Officials and staff to their newest store...



**Total Engagements** 727

Likes	610
Comments	69
Saves	48



# X (formerly Twitter)



**HAWTHORNE**  
City of Good Neighbors

- On X, high volumes of text and insight into local updates perform best, emphasizing the platform's usefulness as a news-sharing platform.

 **@hawthorneCAL**  
Mon 5/20/2024, 1:32 pm PDT

Mark your calendars! Saturday, June 22nd the City of Hawthorne will be hosting the Annual Juneteenth Celebration. This year the event will be bigger than ever with LIVE music performances,...



**Total Engagements** 211  
**Likes** 2  
**@Replies** 29  
**Reposts** 1  
**Post Link Clicks** -  
**Other Post Clicks** 179  
**Other Engagements** 0

 **@hawthorneCAL**  
Tue 7/16/2024, 8:54 am PDT

A message from Mayor Alex Vargas concerning today's SpaceX news...



**Total Engagements** 90  
**Likes** 11  
**@Replies** 0  
**Reposts** 1  
**Post Link Clicks** -  
**Other Post Clicks** 78  
**Other Engagements** 0

 **@hawthorneCAL**  
Tue 2/13/2024, 3:38 pm PST

A Ground Breaking Ceremony for the North East-Hawthorne Mobility Improvement Project kicked off today (2/13/24) on the corner of Birch Ave. and 126th St. It's funded through the measure M...



**Total Engagements** 30  
**Likes** 3  
**@Replies** 1  
**Reposts** 0  
**Post Link Clicks** -  
**Other Post Clicks** 26  
**Other Engagements** 0

# in LinkedIn



**HAWTHORNE**  
City of Good Neighbors

- On LinkedIn, posts highlighting new business openings and photos from recent community events are top performers.

**City of Hawthorne**  
Thu, 10/10/2024, 5:39 pm PDT

On October 3rd, Hawthorne welcomed another new business to the #community...! Love Acai! This new business, located at 12947 Hawthorne Boulevard offers a variety of healthy smoothies, acai...



Impressions 1,085

**City of Hawthorne**  
Wed, 12/11/2024, 3:40 pm PST

The City of Hawthorne held a Swearing-in Ceremony for the newly elected and re-elected officials. Newly-elected Faye Johnson, re-elected Mayor Alex Vargas and re-elected Councilmember Angie...



Impressions 1,016

**City of Hawthorne**  
Mon, 5/20/2024, 6:33 am PDT

The City of Hawthorne #collaborated with the Los Angeles Dodgers Foundation to bring Little League Baseball to the community! The league consists of 300 kids, ranging from 5-12 years of age, playi...



Impressions 939

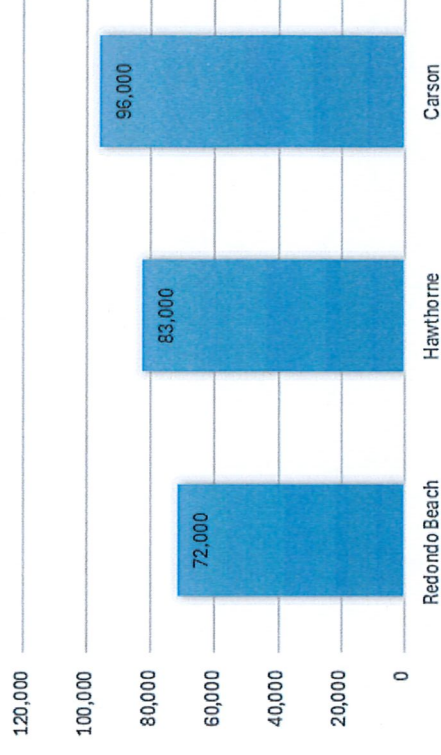
# Hawthorne x South Bay Cities



HAWTHORNE  
City of Good Neighbors

- To compare Hawthorne to other South Bay cities with similar populations, we will look at social media follower count and engagement on Instagram, Hawthorne's most popular platform.
- Redondo Beach (population approx. 72,000) and Carson (population approx. 96,000) will be compared to Hawthorne (population approx. 83,000)

Population Comparison



# Follower Count Across Cities

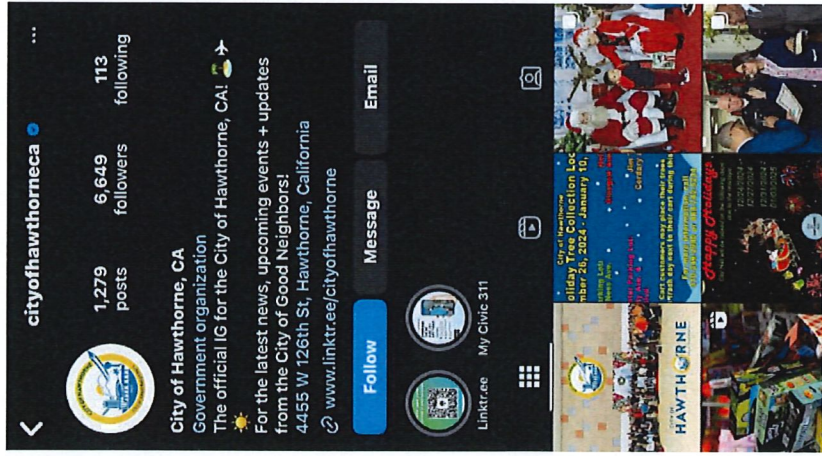
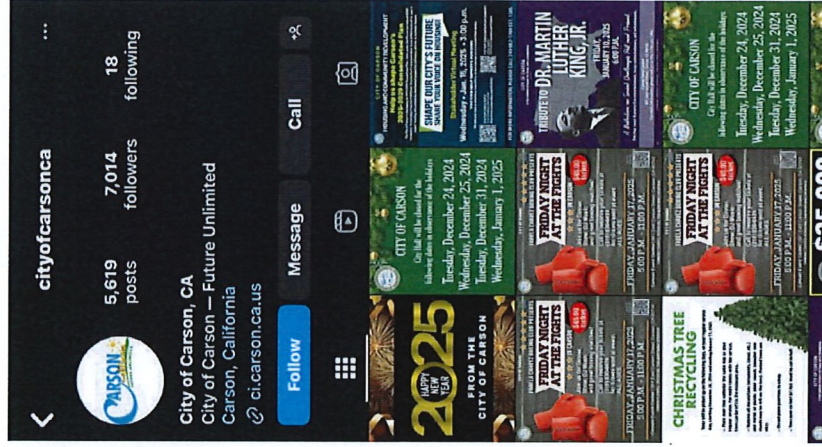


**HAWTHORNE**  
City of Good Neighbors

When taking population size into account, Hawthorne has the best follower-to-population (FTP) rate:

- Hawthorne: 8% FTP rate
- Carson: 7.3% FTP rate
- Redondo Beach: 4.25% FTP rate

The best way to increase follower count is to post consistently and tailor posts to what performs best on each platform. The following slides show the most popular posts of the year on each platform.



# Engagement Across Cities Example



**HAWTHORNE**  
City of Good Neighbors

- The City of Hawthorne also sees a higher engagement rate and number of engagements than the City of Carson.
  - Example: on their recent holiday community event posts, the Carson post received 151 likes and the Hawthorne post received 198 likes.
- This demonstrates that follower count does not always reflect higher engagement.

cityofcarsonca  
CITY OF CARSON  
BOYS & GIRLS CLUBS OF CARSON  
**Miracle on Main Street**  
Thursday - Dec. 12, 2024 - 5:00 p.m. - 8:00 p.m.  
Join us for photos with Santa, cookies, songs, activities & toy distribution with supplies last!

Carson Park  
21411 Orrick Avenue, Carson, CA 90745  
Additional parking available at Carson Street Elementary School  
For more information contact Carson Park at (310) 330-4923 or carson@cityofcarsonca.gov  
COMMUNITY SERVICES / RECREATION / PARK MAINTENANCE DEPARTMENT

151 likes  
cityofcarsonca Join us for a Miracle on Main Street on Thursday, December 12, from 5:00 p.m. - 8:00 p.m. at Carson Park. Enjoy photos with.... more  
December 10, 2024

cityofhawthorneca  
City Of Hawthorne - Government  
CITY OF HAWTHORNE COMMUNITY SERVICES & CITY COUNCIL PRESENT  
**HOLIDAY FESTIVAL & Toy Giveaway**  
DECEMBER 20 5:00PM-8:00PM  
PHOTO W/ SANTA | GAMES | FOOD TRUCKS | CAR SHOW & much more  
REGISTRATION OPENS DECEMBER 2ND  
\*\* HAWTHORNE RESIDENTS ONLY \*\*  
SPACE & SUPPLIES ARE LIMITED  
SCAN QR CODE TO REGISTER  
EACH CHILD MUST BE REGISTERED & PRESENT TO RECEIVE A TOY  
FOR AGES 0-15  
HAWTHORNE CITY HALL  
4455 W 125TH ST, HAWTHORNE, CA 90250  
FOR MORE INFORMATION CALL (310) 349 - 2910

198 likes  
cityofhawthorneca Our last event of the year...Holiday Festival and Toy Giveaway!!  
December 20th, 5pm - 8pm at City Hall... more  
December 3, 2024

# Hawthorne x South Bay Cities: Conclusions



HAWTHORNE  
City of Good Neighbors

- Hawthorne consistently leads the pack when it comes to Instagram performance among the South Bay cities.
- Additionally, Hawthorne is gaining followers rapidly on Instagram and consistently sees increased engagement from community members on the platform.
- Hawthorne's strong social media performance is demonstrated across platforms; Erick and his team target Hawthorne's social media content for strong performance across Facebook, X (formerly known as Twitter) and LinkedIn as well as Instagram.



# Logo Project Update



HAWTHORNE  
City of Good Neighbors

- Hawthorne collaborated with Tripepi Smith to design a new City logo, which has been implemented across City platforms.
- The new logo showcases Hawthorne's dedication to unity, progress, and community pride.
- It features iconic landmarks such as the water tower and airport capturing the essence of Hawthorne's history and its influence in aviation.
- The design process involved extensive collaboration with diverse stakeholders, ensuring a comprehensive understanding of Hawthorne's identity and aspirations.



# Year in Review



**HAWTHORNE**  
City of Good Neighbors

lawthorne announces upcoming groundbreaking



Impressions	Engagements
1,290,149 $\nearrow$ 73.4%	73,152 $\nearrow$ 44.5%
Post Link Clicks	Engagement Rate (per Impression)
17,514 $\nearrow$ 1,539.9%	5.7% $\nearrow$ 16.7%

### Instagram Audience Growth

See how your audience grew during the selected time period.

