

2025



CITY OF
COLUSA

Communications Report

Overview

In 2025, the City of Colusa continued to strengthen its communications strategy with an emphasis on transparency, consistency, and resident access to timely and relevant information. Communications efforts focused on email newsletters, press and media outreach, and social media engagement through Facebook and Instagram.

Performance metrics indicate increased engagement and interaction across platforms, demonstrating growing resident interest in City news, services, and updates.

Email Communications

Email newsletters remain a core communication channel for delivering official City information directly to residents and stakeholders.

2025 Performance Highlights

- Average Open Rate: 60%
(Up from 56% in 2024)

This increase reflects improved subject line clarity, more relevant content, and stronger trust in City-issued communications. A 60% open rate significantly exceeds typical public-sector benchmarks, indicating high audience engagement.

Email newsletters were primarily used to share City Council information, public notices, project updates, and time-sensitive community information.

(Subscriber count was stable year over year; engagement gains reflect quality and relevance improvements rather than list expansion.)

Social Media Performance – Facebook

Facebook continues to be the City's most widely used social media platform and primary tool for reaching residents with news, alerts, and community updates.

2025 Facebook Metrics

- Followers: 3,177
- Average Post Reach: 2,318 users

Year-Over-Year Engagement Growth (2025 vs. 2024)

- Post Engagement: ▲ 99%
- Interactions (likes, comments, shares): ▲ 195%
- Link Clicks: ▲ 110%
- Page Visits: ▲ 20%
- New Page Follows: ▲ 105%

These increases indicate that residents are not only seeing City content, but actively interacting with it and seeking additional information through linked resources.

Audience Demographics – Facebook

- Women: 69%
- Men: 31%
- Highest Engagement Group: Women ages 35–44

This demographic profile aligns with residents most likely to seek local government information related to services, schools, infrastructure, and community events.

Social Media Performance – Instagram

Instagram continued to grow as a complementary platform, particularly for visual storytelling and community-focused content.

2025 Instagram Metrics

- Followers: 775
- Posts Published (2025): 33

Audience Demographics – Instagram

- Women: 58%
- Men: 41%

Instagram engagement skewed slightly younger and more visual, performing best with photos of community events, City projects, and behind-the-scenes operations.

Press Releases & Media Coverage

Press Releases Issued – 2025

In calendar year 2025, the City of Colusa issued four (4) formal press releases related to City projects and initiatives. These releases focused on providing clear, factual information regarding:

Press releases were distributed to local and regional media outlets and used to ensure accurate, consistent messaging regarding City actions and project milestones.

Regional Media Features

In addition to local print coverage, the City of Colusa received regional television news coverage in 2025 for two major initiatives:

- D-PRAT Project
- Accessory Dwelling Unit (ADU) Program and Housing Efforts

These projects were featured on local Sacramento-area and Chico-area television news stations, expanding the City's reach beyond Colusa County and highlighting Colusa as an active participant in regional planning, housing, and resilience efforts.

Impact of Media Coverage

- Increased public awareness of City initiatives
- Reinforced transparency through third-party reporting
- Positioned the City as proactive in addressing housing, safety, and planning needs
- Extended reach to residents who may not follow City digital channels

Earned media coverage—particularly regional television features—provides added credibility and visibility to City projects, supports public understanding, and complements the City's direct communications through email and social media.

VI. Communications Goals for 2026

Building on 2025 performance, the following goals are recommended for 2026:

1.1. Increase Transparency

- Provide clear, plain-language summaries of City actions, projects, and funding
- Share progress updates and context, not just announcements

2. Improve Consistency & Accessibility

- Align messaging across email, social media, press releases, print, and the City website
- Continue accessible formats, including bilingual communications where appropriate

3. Strengthen Resident Confidence

- Maintain reliable communication schedules
- Reinforce the City website as the primary source of official information

4. Expand Reach & Engagement

- Grow engagement across digital platforms
- Drive traffic from email and social media to the City website for detailed information

5. Measure, Track & Report

- Add City website traffic as a core communications metric beginning in 2026
- Track page visits, referral sources, and high-interest content
- Report website analytics alongside email and social media metrics in future annual reports

VII. Conclusion

The City of Colusa's 2025 communications efforts demonstrate meaningful progress in engagement, clarity, and public trust. Increased interaction rates and strong email open rates show that residents value timely, relevant, and clearly presented City information. Continued investment in communications will further support transparency, civic participation, and community confidence.