



STAFF REPORT

TO: THE HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL
TOM DUBOIS, CITY MANAGER

MEETING DATE: APRIL 20, 2026

FROM: TAYLERED MARKETING

SUBJECT: MARCH 2026 SOCIAL MEDIA DATA ANALYSIS

City of Sutter Creek Instagram Performance Summary

Reporting Period: February 28 – March 29, 2026

Overview

The City of Sutter Creek’s Instagram presence experienced strong growth and engagement during March 2026, demonstrating continued success in reaching both residents and visitors. Content strategy effectively expanded visibility beyond current followers while maintaining meaningful engagement with the local community.

Key Performance Metrics

- **Total Views:** 21,421 (+ significant growth)
- **Accounts Reached:** 1,905 (+54.6% increase)
- **Total Interactions:** 1,200
- **New Followers:** +47 (Net Growth: +41)
- **Total Followers:** 736 (+5.9% growth)
- **Content Posted:** 53 pieces

Audience Insights

- **Non-Followers:** 68.2% of views
- **Followers:** 31.8% of views

Key Takeaway:

The majority of content is reaching **new audiences**, indicating strong discoverability and success in promoting Sutter Creek beyond its existing follower base—an important factor for tourism and economic visibility.

Content Performance

- **Posts:** 64.3% of total views (top-performing format)
- **Reels:** 32.1% of interactions
- **Stories:** 3.9% of interactions

Top Performing Content Themes:

- Destination branding (“Hallmark Movie Small Town” feature – 42K views)
- Local events and promotions (Trash to Treasures, Duck Race)
- Seasonal visuals (spring flowers, downtown scenes)
- Community updates (Ribbon Cutting, park improvements)

Key Takeaway:

High-performing content consistently highlights **community pride, events, and visual storytelling**, reinforcing Sutter Creek’s identity as a charming destination.

Engagement Breakdown

- **Likes:** 549
- **Shares:** 120
- **Saves:** 20
- **Comments:** 2

Key Takeaway:

Content is highly **shareable**, suggesting users are actively helping promote the city to others, though opportunities exist to increase two-way conversation (comments).

Audience Demographics

Top Cities:

- Sutter Creek (9.7%)
- Pine Grove (5.6%)
- Jackson (4.0%)
- Stockton (3.8%)

Age Distribution:

- Core audience: **35–64 (70%+)**
- Largest segments:
 - 35–44: 25.1%
 - 45–54: 24.6%
 - 55–64: 20.6%

Gender:

- Women: 79.4%
- Men: 20.6%

Key Takeaway:

The audience skews toward **women aged 35–64**, aligning with key decision-makers for travel, dining, shopping, and local experiences.

Profile Activity

- **Profile Visits:** 102 (+39.7%)
- **Total Profile Activity:** 104 (+38.7%)

Key Takeaway:

Increased interest in the city’s profile indicates growing intent to learn more about Sutter Creek, events, and offerings.

Strategic Insights & Recommendations

1. **Continue Destination Storytelling**
Content that highlights Sutter Creek’s charm, seasonal beauty, and recognitions drives the highest reach.
2. **Expand Event Promotion**
Event-based posts perform strongly and should remain a core pillar to support local tourism and economic activity.
3. **Leverage Non-Follower Reach**
With over two-thirds of views coming from non-followers, continued use of discoverable content (Reels, trending visuals) is recommended.
4. **Increase Community Engagement**
Encourage comments through questions, prompts, and interactive captions to deepen audience connection.
5. **Target Core Demographic**
Tailor messaging toward women 35–64, while exploring opportunities to broaden appeal to younger audiences through video content.

Conclusion

March 2026 results reflect a **high-performing and growing social media presence** for the City of Sutter Creek. The account is successfully expanding its reach, promoting tourism, and strengthening community visibility. Continued focus on storytelling, events, and engagement will further enhance impact in the months ahead.

City of Sutter Creek Facebook Performance Summary

Reporting Period: March 2 – March 29, 2026

Overview

The City of Sutter Creek’s Facebook presence demonstrated strong upward momentum in March 2026, with significant increases in visibility and engagement. Content continues to effectively inform the community while expanding reach and reinforcing local events and initiatives.

Key Performance Metrics

- **Total Views:** 20,590 (+66% increase)
- **Total Interactions:** 407 (+54% increase)
- **Total Followers:** 2,498 (+1% growth)
- **Messaging Conversations Started:** 1 (+100% increase)

Key Takeaway:

Facebook saw **substantial growth in both reach and engagement**, indicating improved content performance and increased audience interest.

Content Performance

Interactions by Content Type:

- **Reels (Video):** 138 (Top-performing format)
- **Photos:** 120
- **Multi-photo posts:** 59
- **Stories:** 44

Top Performing Content:

- Event promotions (e.g., Mother Lode Earth Day 5K – 1,806 views, ranked top 3)
- Community-focused posts
- Informational and event-driven graphics

Key Takeaway:

Video content (Reels) is the **strongest driver of engagement**, while static posts continue to play a key supporting role.

Audience Insights

- **Gender:**
 - Women: 74%
 - Men: 26%

- **Age Distribution:**
 - 65+: 32.7%
 - 55–64: 24.6%
 - 45–54: 20.7%

Key Takeaway:

The Facebook audience skews older, with a strong concentration of residents aged **45+**, making it an effective platform for community updates, events, and civic communication.

Engagement Trends

- Increased interaction rates indicate that content is resonating more effectively with the audience.
- Growth in messaging, though small in volume, suggests increased direct engagement and inquiries.

Strategic Insights & Recommendations

1. **Prioritize Video Content**
Continue expanding Reels and short-form video to maximize engagement and reach.
2. **Leverage Event Promotion**
Event-based content consistently performs well and should remain a primary focus.
3. **Maintain Informational Posts**
Facebook remains a key platform for sharing city updates, announcements, and community news.

Conclusion

March 2026 results highlight Facebook as a **critical platform for community engagement and information sharing** for the City of Sutter Creek. With strong growth in views and interactions, the platform continues to effectively connect with residents and promote local events. Strategic use of video and event-driven content will further enhance performance moving forward.