



STAFF REPORT

TO: THE HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

MEETING DATE: July 20, 2026

FROM: TAYLERED MARKETING

SUBJECT: JUNE 2026 SOCIAL MEDIA DATA ANALYSIS

City of Sutter Creek: Social Media Performance Report

June 2026

Executive Summary

June continued to build positive momentum across the City of Sutter Creek's social media presence. The month's strategy successfully balanced community information with destination storytelling, resulting in increased visibility, audience growth and strong engagement around seasonal recreation, community events and local traditions.

Facebook continued to serve as the City's primary platform for communicating timely information regarding recreation programs, pool updates and community events. Instagram, meanwhile, excelled as a storytelling platform, showcasing the experiences, traditions and unique character that make Sutter Creek such a special place to live and visit.

Across both platforms, the City generated more than 34,200 total content views, 866 content interactions, and 69 new followers, demonstrating continued interest from both residents and visitors.

Overall Social Media Performance

Throughout June, the City of Sutter Creek generated:

- **34,200 total content views**
- **866 total content interactions**
- **69 new followers across Facebook and Instagram**

Several key themes emerged throughout the month:

- Seasonal recreation content consistently performed well.
- Community events generated the highest engagement.
- Authentic storytelling strengthened community identity.
- Audience reach continued expanding across both platforms.
- Facebook and Instagram served complementary but distinct communication purposes.

Facebook Performance

Quantitative Results

Facebook generated **20,900 total views**, representing a **6.2% increase** over the previous reporting period.

Content interactions totaled **299**, remaining essentially unchanged with only a **0.3% decrease**, indicating stable engagement despite increased reach.

The page welcomed **30 new followers**, representing a **7.1% increase** from the previous month.

Video performance also improved, with **249 three-second video views**, an increase of **3.3%**.

Facebook content reached approximately **6,400 viewers**, increasing **3.2%** over the previous reporting period.

Top Performing Facebook Content

The highest-performing Facebook posts included:

- Summer Recreation is Officially Underway – 3,705 views
- Weekend Plans in Sutter Creek – 3,610 views
- Pool Days Are Officially Here – 3,388 views
- WorldAtlas Recognition – 2,333 views
- Fourth of July Pool Party – 2,316 views
- Aquatics Program Information – 1,574 views

Facebook Qualitative Analysis

June demonstrated that Facebook continues functioning as the City's primary communication platform for community information.

The strongest-performing content centered around practical, seasonal updates including recreation programs, pool schedules, Fourth of July activities, and weekend events. Residents clearly rely on Facebook for timely information regarding City services and upcoming activities.

The "Weekend Plans" post performed exceptionally well because it extended beyond promoting a single event. Instead, it positioned Sutter Creek as an enjoyable destination for spending an entire weekend, reinforcing the City's broader community identity.

Recognition from WorldAtlas also generated strong performance, suggesting audiences appreciate content that celebrates Sutter Creek and reinforces local pride.

Facebook Insights & Interpretation

Facebook visibility continues to grow steadily.

The increase in views, audience reach, and followers indicates that content is reaching new audiences while maintaining consistent engagement among existing followers.

Informational graphics remain highly valuable for Facebook audiences, particularly when focused on seasonal recreation, community events, and public services.

Overall, Facebook continues serving its intended purpose as the City's digital community bulletin board while simultaneously helping showcase the quality of life available in Sutter Creek.

Instagram Performance

Quantitative Results

Instagram generated **13,300 total views** throughout June.

Content received **567 interactions**.

The account welcomed **39 new followers**.

Most notably, Instagram reached approximately **1,800 unique accounts**, representing an impressive **57.6% increase in reach** compared to the previous reporting period.

Although overall views declined by **17%**, content continued reaching significantly more unique users, indicating expanded audience discovery.

Top Performing Instagram Content

The highest-performing content during June included:

- 144th Annual Italian Picnic Parade Reel – 21,600 views, 642 interactions, 25 new followers
- Italian Picnic Parade Photo Carousel – 18,500 views, 313 interactions, 5 new followers

- "I Can't Stop Thinking About Sutter Creek" Reel – 5,778 views, 200 interactions
- WorldAtlas Recognition – 1,977 views and 43 interactions

Instagram Qualitative Analysis

Instagram continued serving as the City's strongest platform for visual storytelling and destination marketing.

The overwhelming success of the Italian Picnic Parade content demonstrated the power of authentic community storytelling. Rather than simply documenting an event, these posts celebrated Sutter Creek's heritage, traditions, and sense of community.

The Italian Picnic Parade Reel became the highest-performing content published during June, generating over **21,000 views** while attracting **25 new followers**.

Lifestyle-focused reels also performed exceptionally well. The "I Can't Stop Thinking About Sutter Creek" Reel successfully invited viewers to imagine themselves experiencing the community, reinforcing Sutter Creek's identity as more than a destination, it is a place people want to return to.

Instagram audiences consistently engaged most with content that showcased authentic experiences, community traditions, and emotional storytelling rather than informational announcements.

Instagram Insights & Interpretation

Although overall views and interactions decreased compared to the previous reporting period, the significant increase in audience reach tells a much more encouraging story.

The City's content is being introduced to substantially more people than before.

Expanded reach suggests Instagram's algorithm continues recommending Sutter Creek content to new audiences beyond existing followers, helping strengthen community awareness and tourism visibility.

The decrease in engagement is likely reflective of a broader audience rather than reduced content quality.

Overall, Instagram continues serving as the City's strongest platform for destination marketing, visual storytelling, and community branding.

Cross-Platform Analysis

June clearly demonstrated that Facebook and Instagram each play distinct but complementary roles within the City's communication strategy.

Facebook audiences consistently sought practical information regarding recreation programs, City services, schedules, and community events.

Instagram audiences preferred immersive storytelling centered around community traditions, lifestyle experiences, local history, and visually engaging content.

Together, these platforms allow the City to effectively communicate both operational information and destination branding.

This balanced strategy ensures residents stay informed while simultaneously promoting Sutter Creek as a welcoming place to visit, explore, and experience.

Strategic Recommendations

Based on June's performance, several opportunities emerged for continued growth.

Continue prioritizing seasonal recreation content on Facebook, as it consistently generates strong visibility and community interest.

Expand the use of short-form video across both platforms, particularly around major community events, local traditions, and seasonal activities.

Continue developing lifestyle-focused storytelling that encourages audiences to imagine themselves spending time in Sutter Creek.

Highlight more community traditions, local history, and resident experiences that reinforce the City's authentic identity.

Incorporate additional conversation-driven captions and engagement prompts to encourage comments, shares, and community participation.

Maintain the successful balance between informational content and inspirational storytelling that characterized June's content strategy.

Overall Assessment

June 2026 represented another successful month for the City of Sutter Creek's social media program. The City's content continued expanding its visibility while strengthening its connection with both residents and visitors.

Facebook experienced growth in views, reach, video performance, and followers, confirming its continued role as an effective platform for public information and community engagement.

Instagram's remarkable increase in audience reach demonstrated that the City's storytelling is reaching new audiences, while heritage-driven content such as the Italian Picnic Parade reinforced Sutter Creek's unique identity and generated the strongest performance of the month.

The data suggests that the City's social media strategy is successfully balancing civic communication with destination marketing. By continuing to invest in authentic storytelling, seasonal programming, and community-centered content, the City is well

positioned to sustain audience growth and deepen engagement throughout the remainder of the summer.