



STAFF REPORT

TO: MAYOR AND MEMBERS OF THE CITY COUNCIL
MEETING DATE: January 20, 2026
FROM: Taylered Marketing
SUBJECT: December 2025 Social Media Data and Analysis

City of Sutter Creek

Social Media Performance Analysis

Platforms: Instagram & Facebook
Reporting Period: December 2025

Quantitative Data Analysis

Instagram Performance Overview

- **Total Views:** 26,563
- **Accounts Reached:** 5,605
 - +165.6% increase compared to November
- **Audience Composition:**
 - 56.8% of views came from **non-followers**
 - 43.2% from followers

This significant increase in reach indicates strong content discoverability and effective exposure beyond the existing follower base.

Content Performance

- **Best Performing Content Type:** Posts
- **Top Performing Content:**
 - Green Waste Bin post: **13,000 views**
 - Sutter Creek Tree Lighting Reel: **5,700 views**
 - Las Posadas Reel: **5,700 views**

These posts accounted for a substantial portion of total views, demonstrating that community-focused, timely, and event-driven content resonates strongly with audiences.

Engagement Metrics

- **Total Interactions:** 875
 - 71.6% from followers
- **Breakdown:**
 - Likes: 326
 - Saves: 8
 - Shares: 53

The high percentage of engagement from followers suggests a loyal and invested audience, while shares indicate content relevance and community value.

Profile & Conversion Activity

- **Profile Visits:** 285
 - **+122.7% increase** month-over-month
- **External Link Taps:** 7
 - **+75% increase**

While link taps remain modest, the growth trend indicates increasing user intent and curiosity driven by content.

Follower Growth

- **Total Followers:** 650
- **Net New Followers:** 81
- **Growth Rate:** +12.7%

This reflects healthy, organic audience growth aligned with increased reach and engagement.

Top Audience Locations

- Sutter Creek
- Pine Grove
- Jackson
- Stockton
- Ione

This confirms that content is reaching both **local residents** and **nearby regional communities**, supporting broader awareness of city updates and events.

Facebook Performance Overview

- **Total Views:** 27,430
- **Total Engagements:** 1,360
- **Viewers Reached:** 12,450
- **New Followers:** 35

Facebook continues to serve as a strong platform for reach and engagement, particularly for informational and community-focused content.

Qualitative Data Analysis

December's social media performance reflects a highly successful month driven by seasonal, community-centered and informational content. Posts related to local services (green waste bins) and community traditions (Tree Lighting and Las Posadas) performed exceptionally well, indicating that residents value timely, relevant updates and culturally meaningful events.

The high percentage of views from non-followers suggests that content is being effectively shared and surfaced through platform algorithms, increasing visibility beyond the current

audience. Meanwhile, the majority of engagement coming from followers points to a strong core community that consistently interacts with City content.

Follower growth, profile visits, and link taps all increased significantly, demonstrating growing trust, interest, and reliance on City of Sutter Creek social platforms as a source of information.

Overall, December 2025 showed:

- Strong reach growth
- Effective content discoverability
- Increased community engagement
- Continued audience expansion

Key Takeaways & Insights

- Community events and public service information are the strongest content drivers
- Reels and posts tied to seasonal traditions perform especially well
- Non-follower reach is expanding rapidly, creating opportunities to convert new residents into followers
- Engagement remains strongest among local audiences, reinforcing the platform's role as a community hub