



STAFF REPORT

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

City of Sutter Creek

Social Media Performance Analysis

Platforms: Instagram & Facebook
Reporting Period: November 2025

Quantitative Data Analysis

Instagram Performance Overview

- **Total Views:** 16,173
- **Accounts Reached:** 2,110
- **Audience Composition:**
 - 46.6% of views came from **non-followers**
 - 53.4% from followers

Content Performance

- **Best Performing Content Type:** Posts
- **Top Performing Content:**
 - Parade of Lights Graphic Poster: **24,000 views**
 - Fall Aesthetic Photo: **7,700 views**
 - Installing the Tree Lighting Tree Photos: **4,200 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

- **128 Profile Visits**
- **4 External Link Taps**
- **Total Interactions:** 457
 - 85.8% from followers
- **Breakdown:**
 - Likes: 265
 - Saves: 7
 - Shares: 61

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

Follower Growth

- **Total Followers:** 650
- **Net New Followers:** 56

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:** 40,500
- **Total Engagements:** 2,074
- **New Followers:** 47

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

Qualitative Data Analysis

November's social media performance reflects a highly successful month driven by seasonal, community-centered and informational content. Posts related to local upcoming events and City aesthetic and beauty performed exceptionally well, indicating that residents value timely, relevant updates and seeing the city at various times of the season.

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, November 2025 showed:

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

Key Takeaways & Insights

- Community events and city aesthetic are two of 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