



STAFF REPORT

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

MEETING DATE: FEBRUARY 17, 2026

FROM: TAYLERED MARKETING

SUBJECT: JANUARY 2026 SOCIAL MEDIA DATA ANALYSIS

Executive Summary: Social Media Performance

City of Sutter Creek | January 2026

In January 2026, the City of Sutter Creek’s social media presence demonstrated strong visibility, steady audience growth and meaningful community engagement across both Facebook and Instagram. Content that highlighted local pride, downtown charm and authentic community moments performed particularly well.

On Facebook, content reached 40.7K total views, generated 851 content interactions and resulted in 52 new followers. The strongest-performing post featured the *Main Street flower bed cleanup led by Council Member Feist*, which garnered 12.5K views, reflecting high community interest in civic involvement and beautification efforts. Additional top-performing content included the *“If we had 20 seconds to show you Main Street Sutter Creek”* reel with 4.6K views, and the *Girls Day on Main Street* post with 3.4K views, both reinforcing the appeal of downtown experiences and lifestyle-driven storytelling.

On Instagram, the account achieved 11K total views, 459 content interactions, and gained 45 new followers, signaling consistent growth and engagement on the platform. Top-performing content mirrored Facebook’s success, with strong performance from the Main Street-themed reel and Girls Day content. Notably, the *Eureka Street Shops carousel* stood out on Instagram with 5.5K views, highlighting the effectiveness of carousel posts in showcasing local businesses and encouraging exploration-focused engagement.

Overall, January’s performance indicates that content centered on community involvement, downtown visuals, and experiential storytelling resonates strongly with audiences. These results reinforce the value of short-form video, authentic local moments, and business-focused features as key drivers of reach, engagement and follower growth for the City of Sutter Creek’s social media channels.