



STAFF REPORT

TO: THE HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

MEETING DATE: AUGUST 17, 2026

FROM: TAYLERED MARKETING

SUBJECT: JULY 2026 SOCIAL MEDIA DATA ANALYSIS

City of Sutter Creek Social Media Performance Report

Facebook and Instagram Data Analysis

Executive Summary

During the most recent one-month reporting period, the City of Sutter Creek experienced significant growth across both Facebook and Instagram. The City's social media content generated approximately 87,400 combined views and more than 1,900 content interactions across the two platforms. These totals represent strong increases in public visibility, audience engagement and the distribution of important municipal and community information.

Facebook experienced the most substantial growth in overall views and audience size, while Instagram demonstrated particularly strong engagement relative to its reach. Content related to road closures, public safety, community events, civic pride and Sutter Creek's destination appeal performed especially well.

The data indicates that the City's social media channels are serving two complementary purposes. Facebook is functioning as a highly effective public information and community communication platform, while Instagram is helping the City visually showcase local events, experiences and the character of Sutter Creek to residents and visitors.

The primary opportunity moving forward is to convert the significant growth in visibility into continued follower growth, especially on Instagram. Recurring content series and continued use of timely, visually engaging information can help strengthen the City's long-term digital audience.

Facebook Performance Analysis

The City of Sutter Creek's Facebook performance increased substantially during the reporting period. Total Facebook views reached approximately 61,100, representing a 193 percent increase over the previous month.

Based on that percentage, the account generated an estimated 20,850 views during the preceding reporting period. This means Facebook views nearly tripled within one month.

The number of Facebook viewers increased to approximately 20,800, a 223 percent improvement. The previous reporting period is estimated to have reached approximately 6,440 viewers. This growth suggests that the City's content was distributed to a much broader audience rather than being seen repeatedly only by existing followers.

Facebook content generated 814 interactions, representing an increase of 172 percent. This is an estimated improvement from approximately 299 interactions during the previous month. The rise in interactions demonstrates that increased visibility also resulted in more active participation through reactions, comments, shares and other forms of engagement.

The City's Facebook page gained 65 follows during the reporting period, an increase of 117 percent. The account gained an estimated 30 follows during the previous period. This indicates that the City's content not only reached more people but also encouraged a larger number of users to remain connected to the page for future information.

Messaging contacts decreased by 33.3 percent, from approximately three contacts during the previous period to two during the current period. Because the number of messaging contacts is small, this decline is not considered a major concern. The results may simply reflect that residents primarily use the Facebook page to receive public information rather than initiate private conversations.

Facebook Content Analysis

The highest-performing Facebook post was the temporary Sutter Hill Road closure notice, which received approximately 14,800 views. The Hallmark Merriest Christmas Towns campaign received approximately 9,700 views, while outdoor community event content received approximately 9,500 views. The Fourth of July Pool Party generated approximately 3,200 views, Music in the Park content received approximately 2,900 views and the controlled burn announcement received approximately 2,600 views.

Together, these six posts generated approximately 42,700 views. This represents nearly 70 percent of the City's total Facebook views during the reporting period. The concentration of views among these posts provides valuable insight into the topics that are most relevant to the City's Facebook audience.

The temporary road closure notice demonstrates the importance of using Facebook for timely public works, construction and transportation information. Residents are highly likely to view and share content that directly affects their commute, neighborhood access or daily routine.

The strong performance of the controlled burn announcement further reinforces the public's interest in urgent municipal and safety-related updates. Clear headlines, specific locations, dates and instructions help make this type of information easy to understand and distribute throughout the community.

Community event content also performed well. Posts about the Fourth of July Pool Party, Music in the Park and outdoor gatherings received significant visibility, showing that residents value information about opportunities to participate in local activities.

The Hallmark campaign demonstrated the strength of content centered on civic pride and community identity. Content that celebrates Sutter Creek, encourages residents to participate and highlights the City's distinctive character can reach both local audiences and people outside the immediate area.

Overall, Facebook is performing especially well as a channel for essential public information, community events, public safety notices and campaigns that encourage civic participation.

Instagram Performance Analysis

The City of Sutter Creek's Instagram account also experienced strong growth during the reporting period. Total Instagram views reached approximately 26,300, representing an increase of 98.6 percent. Based on that percentage,

the account generated an estimated 13,240 views during the previous reporting period. Instagram views therefore nearly doubled within one month.

Instagram reach increased to approximately 4,800 accounts, representing a 169 percent increase. The account reached an estimated 1,785 accounts during the previous period. This substantial increase indicates that the City's content was shown to a much larger audience, including users who may not currently follow the account.

Instagram content generated approximately 1,100 interactions, an increase of 86.6 percent. This represents an estimated increase from approximately 590 interactions during the previous month. The growth in interactions confirms that the expanded reach translated into meaningful audience engagement rather than passive visibility alone.

Based on the rounded figures provided, the account generated approximately 5.5 views for every account reached. This suggests that members of the audience were exposed to multiple pieces of City content during the reporting period.

Content interactions represented approximately 4.2 percent of total Instagram views. When interactions are compared with reach, the estimated interaction rate was approximately 22.9 percent. Although Meta's rounded figures make this an approximate calculation, the result indicates that the audience encountering the City's Instagram content engaged with it at a strong rate.

Instagram gained 35 follows during the reporting period, representing a 10.3 percent decrease. The account gained an estimated 39 follows during the preceding month. While the decrease was relatively small, it is notable because Instagram reach and views increased significantly at the same time.

This suggests that the account successfully introduced Sutter Creek content to more people, but the increased visibility did not convert into follower growth at the same rate. Strengthening calls to action and clearly communicating the value of following the City's Instagram account may help address this opportunity.

Instagram received no messaging contacts during either reporting period. This is not necessarily a concern for a municipal account, as users may primarily visit the page for community information, event promotion and visual content rather than direct customer service.

Instagram Content Analysis

The strongest content shown in the Instagram insights included the temporary Sutter Hill Road closure notice, Fourth of July-related community content, the Hallmark Merriest Christmas Towns campaign, outdoor event content, the Sutter Creek Flea Market and destination-oriented content featuring the character of Sutter Creek.

The temporary road closure notice was again the highest-performing content shown in the dashboard. This confirms that practical municipal information is relevant across both Facebook and Instagram. While Instagram is often viewed as a primarily visual platform, the results demonstrate that clear, well-designed public notices can perform very well when the information is timely and locally significant.

Fourth of July and outdoor community content also performed strongly. These posts featured recognizable places, local activities and community participation. Visual content that helps audiences imagine themselves attending an event or enjoying Sutter Creek appears to be particularly effective on Instagram.

The strong performance of the Sutter Creek Flea Market content demonstrates interest in local shopping, vendors and downtown experiences. This type of content supports both community engagement and destination marketing by followers what they can experience during a visit.

The Hallmark campaign and destination-focused content also performed well, reinforcing the appeal of posts that celebrate Sutter Creek's historic charm, visual identity and sense of place. These topics can reach beyond current residents and introduce Sutter Creek to prospective visitors.

It is important to note that Meta's top-content display showed both Facebook and Instagram icons on several posts. The individual figures displayed also exceeded the reported Instagram monthly view total when added together. These numbers may therefore represent combined cross-platform performance, lifetime post performance or a reporting window different from the Instagram monthly total. They are most reliable for identifying successful content themes rather than calculating an additional Instagram only total.

Cross-Platform Analysis

Facebook and Instagram generated approximately 87,400 combined views during the reporting period. Facebook accounted for approximately 70 percent of those views, while Instagram accounted for approximately 30 percent.

The two platforms generated approximately 1,914 combined content interactions. Instagram produced approximately 1,100 interactions compared with 814 on Facebook, despite receiving fewer than half as many views. This suggests that Facebook currently provides the City with greater scale and public information distribution, while Instagram produces stronger interaction relative to its audience size.

The City gained a combined total of 100 follows across Facebook and Instagram. Facebook contributed 65 follows and experienced significant month-over-month growth. Instagram contributed 35 follows but experienced a slight decline compared with the previous reporting period.

Audience totals across the platforms should not be added together because the same person may have viewed content on both Facebook and Instagram. However, the combined view and interaction totals provide a useful measure of the overall volume of social media activity generated during the reporting period.

The strongest cross-platform content themes were public works and road information, urgent community notices, local events, seasonal celebrations, civic pride and destination-oriented storytelling. Road closure information was the most prominent example of high-performing public service content. This demonstrates that residents rely on the City's social media accounts for information that affects their daily lives.

Event content performed strongly because it offered timely and useful information while visually presenting opportunities for community participation. Posts featuring gatherings, celebrations, markets and outdoor activities helped residents understand what was happening and encouraged attendance.

Civic pride content expanded the City's reach by inviting audiences to celebrate and support Sutter Creek. Campaigns that highlight the City's character can motivate residents to share content while also introducing Sutter Creek to visitors.

Strategic Recommendations

The City should continue prioritizing timely public information, including road closures, construction updates, public safety announcements, controlled burns, service changes and other notices that directly affect residents. These posts should use clear headlines, dates, locations and action-oriented instructions.

Public notices should remain visually consistent so residents can quickly recognize official City information. A recurring graphic style for traffic advisories, public safety alerts, meeting notices and community updates would support recognition and accessibility.

The City should continue promoting community events through a combination of informational graphics, photographs and short-form video. Advance announcements can provide essential details, while event day and post-event content can show participation and encourage future attendance.

Instagram follower conversion should become a specific strategic focus. High-performing captions should include direct language such as, "Follow the City of Sutter Creek for local updates, community events and important notices."

~~The Instagram biography and pinned posts should clearly communicate the purpose of the account.~~ A first-time
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visitor should immediately understand that following the page provides access to City news, event information, public notices and highlights from the Sutter Creek community.

Recurring content series may encourage audiences to follow the accounts over the long term. Potential series could include weekly City updates, weekend event roundups, public works updates, community spotlights and monthly previews of upcoming activities.

The City should continue using collaborative posts and partner tagging when promoting events, nonprofits, local organizations and community initiatives. Collaboration can extend content to additional audiences and strengthen the City's relationships with local partners.

Short-form video should continue to be incorporated into the content strategy, especially on Instagram. Videos featuring recognizable locations, event activity, downtown experiences and behind-the-scenes City work can help audiences feel more connected to the community.

The City should also continue monitoring follower growth, reach, interactions, shares and top-performing content themes each month. Consistent reporting will help determine whether increased visibility is leading to sustained audience growth and deeper community engagement.

Conclusion

The City of Sutter Creek achieved a strong month of social media performance across Facebook and Instagram. Facebook views increased by 193 percent, Facebook viewers increased by 223 percent and Facebook interactions increased by 172 percent. Instagram views increased by 98.6 percent, Instagram reach increased by 169 percent and Instagram interactions increased by 86.6 percent.

These results demonstrate that the City's social media content is reaching more people, generating more engagement and providing meaningful value to the community. Public information, community events and content celebrating Sutter Creek's identity were the strongest contributors to performance.

The next phase of the strategy should maintain this momentum while placing additional emphasis on converting expanded reach into long-term followers, particularly on Instagram. By continuing to provide timely information, visually engaging community content and clear reasons to follow, the City can further strengthen its social media channels as trusted resources for residents and visitors.