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## STAFF REPORT

**TO:** THE HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL  
**MEETING DATE:** OCTOBER 20, 2025  
**FROM:** TAYLERED MARKETING  
**SUBJECT:** SEPTEMBER 2025 SOCIAL MEDIA DATA ANALYSIS

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## City of Sutter Creek – Social Media Performance

### Report

**Reporting Period: September 2025 (Instagram) and Sep 16 – Oct 13, 2025 (Facebook)**

### 1) Executive Summary

Overall, the City of Sutter Creek's social channels delivered solid reach and steady growth. Instagram generated 14,007 views in September with a healthy 61.7% of views coming from non-followers, signaling continued discovery beyond the existing audience. Engagement totaled 307 interactions with 188 accounts engaged, and followers grew to 508 (+9.7% vs. Aug 31). Top-performing posts centered on weekend activities, local attractions, and community events. On Facebook, performance accelerated with 33,788 views (+63% vs. prior 28 days) and 2,150 total engagements (+24%). Photos outperformed other formats, contributing ~51% of views, and the audience skewed female (73%) with a strong 55+ segment. Net follower growth was +35 (2,271 total). Peaks in views and engagements coincided with event-driven content and timely reminders.

### 2) Instagram – September 2025

#### 2.1 Reach & Views

- Total Views: 14,007
- Audience Mix by Views: 38.3% followers, 61.7% non-followers
- Accounts Reached: 2,929
- Views by Content Type: Posts 71.9%, Reels 17.7%, Stories 10.4%

#### 2.2 Engagement

- Total Interactions: 307

- Accounts Engaged: 188
- Audience Mix of Interactions: 59.7% followers, 40.3% non-followers
- Interactions by Content Type: Reels 48.5%, Posts 45.1%, Stories 6.5%
- Post Interactions Breakdown (sample): Likes 110; Shares 22

### **2.3 Top Content (by Views & Likes)**

Sep 19 Photo “Live Music in Sutter Creek – Weekend”: 2.3K views; top likes

Sep 25 Reel J. Monteverde General Store Museum: 2.2K views; Gained 6 follows

Sep 16 Photo Sutter Creek Sign /Event Board: 1.6K views; 31 likes (top posts)

Sep 23 Photo “Fall in Love with Sutter Creek”: 1.5K views; 23 likes

Various Reels Public safety / local events: 8.6K, 4.4K, 2.6K, views (lifetime grid highlights)

### **2.4 Audience & Growth**

- Followers: 508 total (+9.7% vs. Aug 31); Follows 46, Unfollows 1 (Net +45)
- Gender: 82.3% Women; 17.7% Men
- Age (share of followers): 25–34 (15.3%), 35–44 (24.5%), 45–54 (26.9%), 55–64 (20.6%), 65+ (11.0%)
- Top Cities: Sutter Creek (20.0%), Jackson (11.7%), Pine Grove (7.9%), Ione (4.9%), Pioneer (4.0%)
- Top Content Driving Follows: Sep 25 reel (6 follows); Sep 23 & Sep 19 posts (2 each); Sep 16 post (1)

### **2.5 Key Takeaways (Instagram)**

- Posts delivered the majority of views (72%) while reels punched above their weight in engagement (49%), suggesting a steady mix.
- Discovery remains healthy with 62% of views from non-followers; continue leaning into event-driven, visitor-friendly topics.
- Audience skews female and 35–64; messaging should emphasize community, local arts/culture, and easy planning tips.

## **3) Facebook**

### **3.1 Views & Retention**

- Total Views: 33,788 (+63% vs. previous 28 days)
- 3-second Views: 4,853
- 1-minute Views: 1,008
- Views that led to engagement: 14% lasted  $\geq 3$  seconds; 2% led to interactions
- Views by Media Type: Photo 50.6%, Reel 32.5%, Multi-photo 10.3%, Link 6.0%
- Viewers by Following Type: 30% followers, 70% non-followers

### **3.2 Engagement & Top Posts**

- Total Engagement: 2,150 (+24% vs. previous 28 days)
- Engagement by Following Type: 45% followers, 55% non-followers
- Notable posts by views (sample within window):
  - “Happening Tomorrow!” (Photo, Oct 11): 541 views
  - “Live Music in Sutter Creek This Week” (Photo, Oct 7): 521 views
  - “There’s always a way to make a difference” (Photo, Oct 8): 312 views
  - “Calling all dreamers...” (Photo, Oct 9): 229 views
  - Community Open House (Reel, Oct 7): 223 views
  - City Council Meeting Recap (Photo, Oct 11): 191 views

### 3.3 Audience

- Total Followers: 2,271 (+2% vs. previous 28 days); Net +35
- Gender: 73% Women; 27% Men
- Age: 65+ (32.4%), 55–64 (24.6%), 45–54 (21.4%), Other (21.6%)
- Top Countries: United States (≈100%), Mexico (0.3%), Philippines (0.3%), Brazil (0.2%)

### 4) Comparative Analysis: Instagram vs. Facebook

- Discovery: Both platforms attract meaningful non-follower attention (IG 61.7% of views; FB 70% of viewers), with Facebook showing the broader top-of-funnel reach during this period.
- Format Performance: IG posts drove most views while reels earned a larger share of interactions; on FB, photos clearly led views (+60% over other formats), with reels still contributing ~33% of views.
- Audience: IG follower base is smaller and younger-middle-aged (35–64 core), while FB audience is larger and older-skewing (55+ core), suggesting cross-platform creative should be tailored accordingly.

### 5) Strategic Recommendations (October 2025)

1. Double down on event/weekend programming posts (photos first, then complementary reels). Use countdowns and ‘Happening Tomorrow’ reminders to capture late-stage intent.
2. Sustain a 3:2:1 format mix on Instagram (Posts : Reels : Stories) to balance reach and engagement. For FB, prioritize high-quality photos and carousels; convert recap videos into Reels where appropriate.
3. Optimize for non-followers: front-load keywords in on-image text (e.g., ‘This Weekend in Sutter Creek’) and include place/location tags plus 2–3 tourism-intent hashtags.
4. Lift saves and shares: add checklists, ‘5 Things to Do’, and map-pin carousels; include clear CTAs (‘Save for the weekend’, ‘Share with your guest’).
5. Leverage demographics: create FB-first content for 55+ (city updates, council recaps, volunteer opportunities) and IG-first content for 35–54 (music, eateries, strollable itineraries).
6. Post timing around peaks seen in the data (late week and day-before reminders). Test A/B headlines on FB photos to maintain the +60% photo advantage.
7. Grow followers: run monthly ‘Plan Your Sutter Creek Day’ series; encourage follows via captions and profile link to itineraries; cross-post top IG reels to FB to convert viewers to followers.

### Appendix – Raw Metrics Cited

- Instagram (Sep 2025): 14,007 views; 38.3% followers vs 61.7% non-followers; 2,929 accounts reached; views by type – Posts 71.9%, Reels 17.7%, Stories 10.4%.
- Instagram Interactions: 307 total; 188 accounts engaged; 59.7% followers vs 40.3% non-followers; interactions by type – Reels 48.5%, Posts 45.1%, Stories 6.5%; Likes 110; Shares 22.

- Instagram Followers: 508 (+9.7%); Follows 46; Unfollows 1; Gender – 82.3% Women / 17.7% Men; Age – 25–34 (15.3%), 35–44 (24.5%), 45–54 (26.9%), 55–64 (20.6%), 65+ (11.0%); Top Cities – Sutter Creek 20.0%, Jackson 11.7%, Pine Grove 7.9%, Ione 4.9%, Pioneer 4.0%.
- Facebook (Sep 16–Oct 13, 2025): 33,788 views (+63%); 3-second views 4,853; 1-minute views 1,008; 14% lasted  $\geq 3$  seconds; 2% led to interactions; media type – Photo 50.6%, Reel 32.5%, Multi-photo 10.3%, Link 6.0%; following type – 30% followers / 70% non-followers.
- Facebook Engagement: 2,150 (+24%); engagement by following – 45% followers / 55% non-followers.
- Facebook Audience: 2,271 total followers (+2%); Net +35; Gender – 73% Women / 27% Men; Age – 65+ (32.4%), 55–64 (24.6%), 45–54 (21.4%), Other (21.6%); Countries – United States ~100%, Mexico 0.3%, Philippines 0.3%, Brazil 0.2%.