



STAFF REPORT

TO: THE HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

MEETING DATE: October 19, 2026

FROM: TAYLERED MARKETING

SUBJECT: September 2026 SOCIAL MEDIA DATA ANALYSIS

CITY OF SUTTER CREEK

September 2026 Social Media Performance Report

Reporting Period: September 1–30, 2026

Platforms: Facebook & Instagram

Prepared by: Taylered Marketing LLC

1. Executive Summary

September 2026 demonstrated strong social media performance for the City of Sutter Creek, with continued growth in digital visibility, audience engagement, and community awareness across Facebook and Instagram.

Through a strategic combination of community announcements, local event promotions, tourism-focused storytelling, and informational content, the City's social media platforms continued to serve as valuable communication and destination-marketing channels.

September Performance Highlights:

- **80,200 combined views** across Facebook and Instagram.
- **Approximately 1,663 combined content interactions** across both platforms.
- **66% increase in Facebook views** compared to the previous reporting period.
- **14.9% increase in Instagram views** compared to the previous reporting period.
- **141% increase in Instagram content interactions.**
- **79.2% increase in Instagram follows.**

These results demonstrate the value of maintaining an active, community-oriented social media presence that connects residents, visitors, local businesses, and prospective tourists with the City of Sutter Creek.

2. Quantitative Performance Analysis

Facebook Performance

September 2026 Facebook Analytics:

- **Total Views:** 61,500
- **Views Growth:** +66%
- **Content Interactions:** 363
- **Messaging Contacts:** 1
- **Follows:** 76

Facebook continued to serve as the City's strongest platform for overall content visibility, accounting for approximately 77% of combined views across both platforms.

The 66% increase in views is particularly significant, indicating increased content distribution and exposure compared to the previous reporting period.

This growth reinforces Facebook's continued value as a primary communication channel for local announcements, public information, community events, and tourism promotion.

Instagram Performance

September 2026 Instagram Analytics:

- **Total Views:** 18,700
- **Views Growth:** +14.9%
- **Content Interactions:** Approximately 1,300
- **Interaction Growth:** +141%
- **Follows:** 43
- **Follows Growth:** +79.2%

Instagram demonstrated particularly strong performance in audience engagement and follower acquisition.

The 141% increase in content interactions suggests that audiences were increasingly engaging with the City's content through likes, comments, shares, and other forms of participation.

Additionally, the 79.2% increase in follows indicates growing interest in receiving ongoing updates and discovering more about Sutter Creek.

Together, these results suggest that Instagram is particularly effective for visual storytelling, local discovery, and developing an engaged digital community.

3. Cross-Platform Performance Analysis

Facebook and Instagram continue to provide complementary benefits to the City's overall digital communications strategy.

Facebook: Broad Community Visibility

With 61,500 views, Facebook generated the largest volume of content exposure during September.

The platform continues to be particularly valuable for distributing community announcements, promoting upcoming events, and communicating important City information to a broad audience.

Instagram: Audience Engagement and Discovery

Instagram generated 18,700 views and approximately 1,300 content interactions, demonstrating strong audience participation.

The significant increases in interactions and follows indicate that Instagram is becoming an increasingly valuable platform for building connections with audiences interested in Sutter Creek's businesses, events, attractions, and community experiences.

Combined Impact

Together, the two platforms generated approximately 80,200 views during September, demonstrating the value of maintaining a coordinated social media presence.

While Facebook provides substantial content visibility, Instagram supports deeper audience engagement and continued audience development.

This complementary relationship allows the City to reach audiences through multiple digital touchpoints while supporting both municipal communication and tourism marketing objectives.

4. Qualitative Content Analysis

Community Events Drive Significant Visibility

September analytics indicate that community events and seasonal programming were among the strongest-performing content categories.

Notable High-Performing Content:

- Old Sutter Creek Flea Market: 43,700 views
- Witches Walk Promotional Content: 26,900 views
- Community Recycling Event: 7,600 views
- Sutter Creek Car Show: 7,000 views
- September Events in Sutter Creek: 5,700 views

These individual post totals reflect the combined-platform view figures displayed in Meta's top-content reporting.

Key Finding:

Event-related content continues to be a significant driver of digital visibility and community interest.

The strong performance of the Old Sutter Creek Flea Market, Witches Walk, and Car Show promotions suggests that audiences respond positively to opportunities to participate in community activities, attend seasonal events, and experience Sutter Creek's distinctive small-town atmosphere.

This is particularly valuable from a tourism and economic development perspective, as promoting community events can introduce potential visitors to the City's local shops, restaurants, tasting rooms, galleries, and other businesses.

Public Information Remains an Important Content Category

Community recycling announcements, public works updates, and other informational posts also appeared among September's highest-viewed content.

This reinforces the importance of social media as more than a tourism marketing channel.

The City's platforms serve a dual purpose: supporting destination awareness while providing accessible, timely information to residents.

Maintaining a balance between promotional content and municipal communications helps ensure that the City's social media presence remains relevant, informative, and valuable to multiple audiences.

Seasonal Storytelling Supports Destination Marketing

September content helped establish momentum leading into Sutter Creek's fall tourism season.

Promotional materials featuring the Car Show, Witches Walk, and other community events introduced audiences to upcoming seasonal experiences and opportunities to visit.

The performance of these posts suggests that seasonal programming and event-centered storytelling are effective ways to showcase Sutter Creek's identity as a welcoming, historic Gold Country destination.

By consistently highlighting the people, places, events, and businesses that make Sutter Creek unique, the City's social media platforms can continue to strengthen destination awareness and encourage interest in visiting throughout the year.

5. Strategic Observations

Based on September's analytics, several key observations can help guide future content development and digital communication efforts.

1. Event-Centered Content Continues to Generate Strong Visibility

Community events and seasonal experiences repeatedly appeared among the highest-viewed posts.

This suggests that event promotion should remain a central component of the City's content calendar, particularly during periods of increased tourism activity.

2. Instagram Is Demonstrating Strong Audience Participation

The substantial growth in Instagram interactions and follows indicates that the platform is encouraging increased audience engagement, rather than simply generating additional content views.

This presents opportunities to further develop community storytelling, visual content, and audience participation.

3. Facebook Remains a Valuable Community Communication Channel

With 61,500 views, Facebook continues to provide significant exposure for City announcements, event promotions, and public information.

Maintaining an active Facebook presence will remain important for reaching audiences interested in local developments and community activities.

4. Community Communications and Tourism Marketing Complement One Another

The strong performance of both public-service announcements and visitor-oriented promotions supports maintaining a balanced editorial strategy.

Providing a mixture of informational, educational, promotional, and community-focused content helps position the City's social media accounts as reliable and engaging resources.

5. Social Media Visibility Creates Opportunities for Local Businesses

By highlighting events, downtown experiences, and community activities, the City's social media presence introduces audiences to opportunities to explore Sutter Creek.

Continued promotion of local businesses and community experiences can support broader destination-marketing and economic development objectives.

6. Recommendations for October 2026

Building on September's performance, Taylered Marketing recommends continuing the following strategies:

Prioritize Seasonal Event Promotion

Maintain strong visibility for October activities, including the Scarecrow Contest, Car Show, Wine Walk, and Witches Walk.

Utilize event reminders, promotional graphics, Reels, and community storytelling to generate awareness leading up to each event.

Expand Local Business Storytelling

Continue featuring downtown merchants, restaurants, galleries, tasting rooms, and visitor experiences.

Connecting event promotion with local business features can help encourage audiences to explore additional offerings throughout Sutter Creek.

Develop Engaging Visual Content

Incorporate additional Reels, photo collections, and behind-the-scenes content highlighting the atmosphere, charm, and character of the community.

Visual storytelling can help communicate the visitor experience and showcase Sutter Creek beyond traditional promotional graphics.

Maintain Consistent Municipal Updates

Continue providing timely public information, City announcements, and community resources alongside tourism-related content.

Maintaining this balance ensures that the City's social media platforms remain valuable to both residents and visitors.

Encourage Audience Participation

Utilize questions, event reminders, community features, and interactive storytelling to encourage comments, shares, and other forms of engagement.

Monitor Event-Specific Performance

Continue evaluating which types of promotions generate the greatest visibility and audience engagement.

These insights can inform future seasonal campaigns, community event promotions, and destination-marketing initiatives.

7. Overall Assessment and Conclusion

September 2026 represented a productive period for the City of Sutter Creek's digital communications and tourism marketing efforts.

With approximately **80,200 combined content views**, a **66% increase in Facebook views**, and a **141% increase in Instagram content interactions**, the City's social media platforms demonstrated positive momentum in visibility and audience engagement.

The performance of event-related content further reinforces the importance of using social media to promote community experiences, highlight local businesses, and strengthen Sutter Creek's presence as a desirable Northern California destination.

These results also demonstrate the value of maintaining a consistent, intentional content strategy that combines public information, community storytelling, event promotion, and tourism marketing.

As Sutter Creek moves into its busy fall event season, September's results provide a positive foundation for continued digital visibility, community connection, and promotion of the businesses and experiences that make Sutter Creek a distinctive destination.

Prepared by Taylered Marketing LLC

Social Media Management | Content Strategy | Destination Marketing