

City of Sutter Creek Social Media Analytics & Strategic Growth Report

Prepared by Taylered Marketing | Reporting Period: April 1 – May 31, 2025

Executive Summary

Over the months of April and May 2025, the City of Sutter Creek's social media presence experienced substantial growth in visibility, reach, and engagement across both Instagram and Facebook platforms. Strong content performance, driven by high-quality community storytelling and event coverage, positioned the city to not only connect more deeply with its core local audience but also to attract a broader regional following.

This report provides a comprehensive analysis of quantitative and qualitative metrics and offers tailored SMART goals and strategic recommendations for continued growth, both on and beyond social media.

Quantitative Performance Overview

Instagram Performance

- **Total Views:** 25,647
 - 30.9% from followers
 - 69.1% from non-followers (excellent for discovery)
- **Accounts Reached:** 8,088
- **Reach by Content Type:**
 - Posts: 81.1%
 - Reels: 13.9%
 - Stories: 5.0%
- **Engagements (Total):** 1,147
 - Likes: 889
 - Shares: 120
 - Saves: 24
 - Comments: 10
- **Profile Visits:** 325
- **External Link Taps:** 10
- **New Followers:** 108 (48.8% increase)
- **Follower Demographics:**
 - Gender: 83.4% women
 - Age Breakdown:
 - 45–54: 29.5%

- 35–44: 24.0%
- 55–64: 21.4%
- Top Locations:
 - Sutter Creek: 19.8%
 - Jackson: 12.1%
 - Pine Grove: 9.6%
 - Lone: 6.5%
 - Pioneer: 5.6%

Facebook Performance

- **Total Views:** 89,439 (increase of 1,000 views from previous period)
- **Engagement:** 3,787 (378% increase)
 - Reels: 56.6% of total engagement (1,900+ interactions, 121 shares, 76 comments)
- **Content Format Success:**
 - Photos saw a 39% increase in engagement
- **Follower Count:** 2,180 (9% growth)
- **Audience Demographics:**
 - Gender: 72.8% women, 27.2% men
 - Age:
 - 65+: 32.6%
 - 55–64: 24.4%

Top Performing Content

1. **Days of 49 Reel** – 66,000+ views
2. **Recognition Post: Prettiest Downtowns in Northern California** – 6,100+ views

Qualitative Analysis & Insights

Key Strengths

- **Community-Driven Storytelling:** Posts celebrating historic charm and community pride (e.g., Days of 49, downtown recognition) received high engagement and shares, confirming that nostalgia and place-based content resonates deeply.
- **Effective Use of Reels for Reach:** Reels continue to outperform other content formats in reaching new audiences, particularly on Facebook, where over 80% of viewers were non-followers.
- **Local Loyalty & Regional Appeal:** With almost 20% of IG followers in Sutter Creek and many others from nearby towns, the content is resonating locally while organically expanding reach.

Areas for Growth

- **Low Link Conversions:** Despite high reach and profile views, link clicks remain low. More direct CTAs and story links could help bridge this gap.
 - **Underutilized Stories:** With only 5% of reach coming from Stories, there is significant opportunity to use daily updates, polls, and behind-the-scenes content to boost engagement.
 - **Audience Interaction:** While likes and shares are strong, comments and saves are relatively low, indicating a need for more interactive or discussion-based posts.
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SMART Goals (June – August 2025)

1. **Specific:** Increase Instagram follower count from 323 to 450 by August 31, 2025.
 - **Measurable:** Track growth weekly.
 - **Achievable:** Based on a 48.8% growth in the last period.
 - **Relevant:** Builds loyal community audience.
 - **Time-Bound:** 3-month window.
 2. Increase link taps on Instagram from 10 to 50 by incorporating link stickers in weekly stories and more callouts in captions.
 3. Boost Instagram Story reach from 5% to 15% by posting a minimum of 3 story slides per week, including behind-the-scenes, polls, and live event reminders.
 4. Increase Facebook engagement rate by 20% by August 31 by focusing on reel frequency (1 per week) and high-quality photo storytelling.
 5. Maintain non-follower reach above 65% on both platforms to ensure continued growth through discovery.
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✨ Recommendations to Boost Social Presence (Beyond Social Media)

1. **On-Site Promotion**
 - Add QR codes linking to social profiles at City Hall, Knight Foundry, Farmers Market, and local businesses.
 - Include @CityOfSutterCreek handles on all printed materials (event posters, newsletters, signage).
2. **Email Marketing Integration**
 - Use city newsletters to promote top posts and encourage followers with "Follow us for more local moments."
3. **Tourism Outreach**
 - Collaborate with Amador County tourism and Visit California for resharing content and tagging opportunities.
4. **Community Hashtag Campaign**

- Launch a hashtag like #MySutterCreek or #SutterCreekViews to encourage UGC (user-generated content) from residents and visitors.

5. Monthly Highlights Video

- Create a monthly recap reel of city events, wins, and highlights—great for engagement and retention.
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Conclusion

Sutter Creek's social media presence is growing with a strong foundation in authentic community storytelling and visual engagement. With thoughtful content planning, integrated outreach beyond digital platforms, and enhanced interactivity, the city is well-positioned to become one of the most followed and admired small-town pages in Northern California.

Taylered Marketing is excited to continue supporting this growth and uncovering new ways to showcase the heart of Sutter Creek.

Prepared by Taylered Marketing | June 2025