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## STAFF REPORT

**TO: THE HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL**

**MEETING DATE: June 15, 2026**

**FROM: TAYLERED MARKETING**

**SUBJECT: MAY 2026 SOCIAL MEDIA DATA ANALYSIS**

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### City of Sutter Creek

#### Social Media Executive Summary

##### Facebook & Instagram Performance Analysis

During the reporting period, the City of Sutter Creek maintained a strong digital presence across both Facebook and Instagram, generating a combined 37,300 views, 1,170 content interactions and 82 new followers. Audience growth remained positive, particularly on Instagram where follower acquisition increased significantly. Seasonal content, community events, recreation programs, public information and local happenings continued to be the strongest-performing content categories across both platforms.

Facebook generated 20,100 views during the reporting period. Content interactions totaled 312. Via messages, we received 4 inquiries. The page gained 31 new followers. Facebook continues to serve as a valuable communication channel for residents seeking city information, public service announcements and community updates.

The highest-performing Facebook content focused on practical and timely information. The June Community Events graphic generated 5,200 views, making it the top-performing Facebook post of the period. Pool Passes Available closely followed with 5,000 views, while the Aquatics Program graphic generated 1,800 views. Additional strong performers included the Pool Pass FAQ, City Council Meeting announcements and the Police Foundation Dinner promotion. These results indicate that residents continue to rely on Facebook as a trusted source for city services, recreation programs, public meetings and community events.

Instagram generated 17,200 views during the reporting period. Content interactions totaled 858. Instagram experienced strong audience growth, gaining 51 new followers, which represents a 24.4% increase over the previous reporting period. This is an encouraging indicator that while overall reach fluctuated, the content continued to resonate with new audiences and successfully convert viewers into followers.

The strongest-performing Instagram content showcased the community's visual appeal and unique experiences. A historic downtown image generated 15,100 views and was the platform's top-performing post. The Amador Farmers Market promotion closely followed with 15,000 views. Trash to Treasures event content performed exceptionally well both before and after the event, generating 10,400 views for the promotional post and 8,800 views for the event recap. The June Events graphic and Mother's Day Carriage Rides promotion also generated significant visibility, demonstrating strong audience interest in community events and visitor experiences.

Audience demographics reveal important differences between platforms. Facebook's audience remains heavily resident-focused, with women representing 73.9% of followers and the largest audience segment being adults aged 65 and older. More than three-quarters of Facebook followers are over the age of 45, reflecting the platform's role as a primary communication channel for established residents and community stakeholders.

Instagram's audience is also predominantly female, with women accounting for 79.8% of followers. However, Instagram attracts a younger audience overall. The largest audience segments fall between the ages of 35 and 64, representing nearly two-thirds of followers. This demographic aligns closely with active travelers, visitors, homeowners and individuals seeking local experiences, making Instagram a valuable platform for both community engagement and destination marketing.

Geographically, both platforms continue to perform strongly within the local region. Sutter Creek remains the top city represented on both Facebook and Instagram, followed by nearby communities including Jackson, Pine Grove and Lone. Instagram additionally demonstrates broader regional reach, with Stockton appearing among the top audience locations. This suggests Instagram is effectively extending awareness of Sutter Creek beyond city limits and helping attract potential visitors from surrounding communities.

Several content trends emerged during this reporting period. Community events consistently generated the strongest results across both platforms, including the Farmers Market, Trash to Treasures, June Events promotions, and seasonal celebrations. Recreation-focused content such as pool passes and aquatics programming also performed exceptionally well. Historic downtown imagery, seasonal activities, and practical informational posts continued to resonate with audiences, reinforcing the importance of balancing municipal communications with community storytelling.

Looking ahead, opportunities exist to build upon these strengths. Continued promotion of community events and seasonal programming should remain a priority, as these topics consistently drive reach and engagement. Expanding visual storytelling around Sutter Creek's historic charm, local businesses, and visitor experiences may further strengthen Instagram growth. Additionally, increasing event recap content and resident-focused storytelling can help foster deeper engagement while showcasing the vibrancy of the community.

Overall, the City of Sutter Creek's social media presence remains healthy and effective despite fluctuations in reach and engagement. Facebook continues to excel as a platform for resident communications and public information, while Instagram serves as a strong tool for audience growth, community engagement, and destination promotion. Together, these channels support the City's goals of informing residents, promoting local events, highlighting community assets, and strengthening connections throughout the region.