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## STAFF REPORT

**TO:** THE HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL  
TOM DuBOIS, CITY MANAGER

**MEETING DATE:** MARCH 16, 2026

**FROM:** TAYLERED MARKETING

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

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### City of Sutter Creek

### Social Media Executive Summary

### February 2026 Performance Report

Prepared for: City of Sutter Creek  
Platform Overview: Instagram & Facebook

### Overall Summary

Social media activity for the City of Sutter Creek in February 2026 demonstrated strong growth and engagement on Instagram, while Facebook experienced a notable decline in overall reach and interactions compared to the previous reporting period. Content centered around seasonal storytelling, local scenery and community updates continued to resonate with audiences and drive visibility for the city.

Instagram remains the primary growth channel, while Facebook continues to serve as an informational platform for community updates and civic notices.

### Instagram Performance

### Quantitative Performance

- **Total Views:** 12,900
- **Increase:** +26.7%
- **Content Interactions:** 519 (+24.2%)
- **New Followers:** 19

- **Messaging Contacts: 0**

These metrics indicate strong visibility growth and audience engagement, with content continuing to reach new viewers across the platform.

### **Top Performing Content**

1. **“Sutter Creek checking into spring Hanford House Inn” Reel**
  - Views: 6,610
  - Reach: 10,000
  - Interactions: 136
2. **“Spring is just around the corner” Reel**
  - Views: 2,866
  - Interactions: 155
3. **“Messenger Duck for The Great Sutter Creek Duck Race” Reel**
  - Views: 1,824

Additional strong content included posts highlighting live music in Sutter Creek and scenic creek footage, reinforcing the effectiveness of place-based storytelling.

### **Qualitative Insights**

Instagram performance shows that audiences respond best to:

- Seasonal storytelling (spring content)
- Short-form video (Reels)
- Visuals highlighting Sutter Creek’s scenery and charm
- Lighthearted or playful content (e.g., Messenger Duck)

Video content continues to significantly outperform static graphics and generates the majority of views.

### **Facebook Performance**

#### **Quantitative Performance**

- **Total Views: 12,100**
- **Content Interactions: 257**
- **New Followers: 30**
- **Messaging Contacts: 0**

While overall engagement declined during the reporting period, Facebook remains valuable for community information and civic communication.

#### **Top Performing Facebook Content**

- **Community video update: 3,500 views**

- **“Live Music in Sutter Creek This Week” post:** 1,700 views
- **City Council meeting information:** 1,200 views

These results show that Facebook users primarily engage with informational content and community announcements.

## **Qualitative Insights**

Facebook users tend to engage with:

- Community updates
- City meeting announcements
- Local events and civic information

Unlike Instagram, Facebook audiences are less driven by visual storytelling and more by informational content.

## **Key Insights & Strategic Recommendations**

### **1. Instagram should remain the primary growth platform**

Instagram is demonstrating strong performance and increasing visibility. Continued focus on Reels and scenic storytelling will help expand audience reach.

### **2. Short-form video is the most effective content format**

Video consistently produces the highest views and engagement. Scenic clips, downtown footage, and seasonal transitions perform particularly well.

### **3. Facebook remains an important informational channel**

While engagement is lower, Facebook is still the preferred platform for community notices, meetings, and civic announcements.

### **4. Seasonal and experiential storytelling drives engagement**

Content highlighting downtown charm, nature, local events, and seasonal transitions generates the strongest engagement and reinforces Sutter Creek’s identity as a destination community.

## **Strategic Focus for March 2026**

Recommended content priorities:

- Spring tourism and seasonal visuals
- Local events and downtown activities
- Short-form video highlighting the character of Sutter Creek
- Community announcements and city updates on Facebook

These strategies will continue to grow awareness, support local events, and strengthen community engagement across platforms.