

## City of Sutter Creek

### July 2025 Social Media Data and Analytics

#### INSTAGRAM

**Views:** 11,858

**Interactions:** 324

**New Followers:** 32

**Content You Shared:** 37

##### *Views*

11,858 Views

- 48% Non-Followers
- 52% Followers
- 3,050 Accounts reached (+30.3%)
- 58.9% of Views are from Posts, followed by Reels (28.1%), and Stories (13.0%)
- Top Content: Ragtime Intro Reel (1.4K), Ragtime Festival Sutter Creek Sign (1.4K), Sutter Creek Flea Market What's In My Basket (1.2K), Upcoming Events (696)
- 85 Profile Actions
  - 83 Profile Visits
  - 2 External Link Taps (14.3%)

##### *Interactions*

324

- 81.8% Followers
- 18.2% Non-Followers
- 115 Accounts Engaged
- Posts received the most interactions (60.8%), followed Reels and Stories
- 132 Likes
- 2 Comments
- 3 Saves
- 38 Shares
- Top Content Includes the Sutter Creek Ragtime Festival Sign (34), Tom Dubois and the New Pup Cafe (28), and Hiring Police Officer (12).

##### *Followers*

396 (+8.2%)

- 33 Follows
- 13 Unfollows
- Top Location: Sutter Creek, followed by Jackson, Pine Grove, Pioneer, Lone
- Top Age Range: 45-54 years old, 35-44 years old
- Gender: 83.9% Women, 16.1% Men

#### FACEBOOK

- 22,408 Views (+77%)
- 1,499 Engagement (+165%)
  - 406 Reactions
  - 49 Shares
  - 28 Comments
  - 60% Followers
  - 40% Non-Followers
- 0 Messages
- 18 New Followers (+1%) (2,125 Total Followers)
  - 73% Women
  - 32.4% 65+
  - Top Location: United States
  - Top Location: Sutter Creek, Jackson, Pine Grove, Lone
- 483 Interactions (+184%)

## Overview

July was a highly engaging and growth-driven month for the City's social media platforms. Both Instagram and Facebook experienced strong increases in views, engagement, and follower growth, with key events like the Sutter Creek Ragtime Festival and local feature posts fueling these improvements.

## Key Takeaways

1. **Event-Based Content Drives Traffic:**
  - Ragtime Festival posts were the highest performing across platforms – both in views and shares.
  - Strong interest in community events, visual storytelling, and historic charm.
2. **High Female Engagement:**
  - Across both platforms, women (especially age 35+) represent the majority of the audience. Future content should continue catering to this group, while also continuing to attract more of a male audience.
3. **Post Formats That Perform:**
  - Reels and Visual Posts receive strong viewership.
  - However, traditional posts still drive the highest engagement and interaction.
4. **Cross-Platform Growth:**
  - Instagram growth was stronger (+8.2%) vs Facebook (+1%), but Facebook delivered more impressions and engagement in total – demonstrating its value as a high-reach platform.

## Recommendations for August and Beyond

1. **Double Down on Local Event Coverage:**
  - Continue highlighting festivals, markets, and local figures in real time.
  - Use countdowns, behind-the-scenes footage, and follow-up recaps to extend engagement.
2. **Encourage More Community Interaction:**
  - Create posts with calls-to-action (e.g., “Tell us your favorite spot in Sutter Creek!”)
  - Run polls or “This or That” stories to drive two-way interaction.
3. **Leverage Link Taps for Traffic:**
  - Use more link-in-bio features on Instagram.
  - Include more CTAs directing users to the city’s website or event calendars.
4. **Target Growth Through Reels:**
  - Reels are the second-largest view source. Boost them with timely, shareable themes—like historic facts, business highlights, or mini-tours.
5. **Explore Facebook Messaging:**
  - Although 0 messages were received, consider a campaign encouraging residents to use Messenger for inquiries or feedback.