



STAFF REPORT

TO: THE HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL
MEETING DATE: JULY 21, 2025
FROM: CHRISTIAN CARDONA, TAYLORED MARKETING
SUBJECT: JUNE MARKETING REPORT

BACKGROUND:

City of Sutter Creek: Social Media Performance Analysis

Reporting Period: June 2025

Platforms Analyzed: Instagram & Facebook

Quantitative Analysis

Instagram Overview

- **Total Views:** 10,100 (significant increase from the previous 30 days)
 - **Source of Views:**
 - 49.1% from existing followers (approximately 4,959 views)
 - 50.9% from non-followers (approximately 5,141 views)
 - This suggests balanced reach and content that appeals beyond the current follower base.
- **Accounts Reached:** 2,341 unique accounts
 - Indicates strong visibility and discoverability through hashtags, location tags, and shares.
- **Profile Visits:** 88
 - A healthy indicator of interest in learning more about the city and its offerings.
- **External Link Taps:** 2
 - Reflects very limited traffic being driven from Instagram to external resources (such as websites or event pages).
- **Content Output:** 67 content pieces shared across all formats (Posts, Stories, Reels)
 - Demonstrates active content creation and consistency.
- **Content Type Breakdown (by Views):**
 - **Posts:** 79.1% of total views (approx. 7,979 views)

- **Stories:** ~15% (approx. 1,515 views)
- **Reels:** ~6% (approx. 606 views)
- Posts remain the dominant format, but increasing Reel usage could expand reach further.
- **Engagement Overview:**
 - **Total Interactions:** 264
 - 88.2% from followers (approx. 233 interactions)
 - 11.8% from non-followers (approx. 31 interactions)
 - **Accounts Engaged:** 102
 - **Engagement Breakdown:**
 - Likes: 152
 - Comments: 4
 - Saves: 3
 - Shares: 32
 - Overall interaction rate shows strong support from existing community, but room to grow in encouraging comments and saves.
- **Top Performing Content (for Views and Interactions):**
 - Photo of the Sutter Creek Sign advertising the 4th of July Pool Party
 - Upcoming Events Post for July
 - 4th of July Advertisement Reel
- **Audience Demographics:**
 - **Gender:**
 - 83.1% Women
 - 16.9% Men
 - **Top Age Ranges:**
 - 35–44 (Primary demographic)
 - 45–54 (Secondary)
 - 25–34 (Tertiary)
 - 55–64 (Emerging group)
 - **Top Cities:**
 - Sutter Creek
 - Jackson
 - Pine Grove
 - Pioneer
 - The data confirms the platform's appeal to local women in mid-life age groups.
- **Followers:**
 - Total: 365 followers (↑12% from the previous month)
 - Gained 40 new followers this month
 - Steady follower growth tied to increased engagement and seasonal event promotion

Facebook Overview

- **Total Views:** 12,783
- **Engagements:** 556 (likes, comments, shares, reactions)
- **New Followers:** 12

- **Audience Insight:** Primary demographic is 65+ years old, indicating this platform continues to serve the older, more established local audience.
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Qualitative Analysis

The City of Sutter Creek's social media presence showed **clear and consistent growth** in engagement and discovery during this reporting period. Event-centric content, particularly around **Fourth of July celebrations**, performed exceptionally well across platforms.

Instagram shows promising traction, with **an even split between follower and non-follower views**, indicating that recent content is being discovered organically—through hashtags, the Explore page, or shares by users. However, engagement remains concentrated within the follower base, meaning there is room to encourage interaction and conversion from new viewers.

Posts performed best in terms of views, and Reels—while lowest performing—have high potential for discoverability. A continued emphasis on event promotions, engaging visuals, and leveraging seasonal content will drive further visibility.

Facebook remains a solid platform for reaching the **65+ community**, which should not be overlooked. While fewer new followers were gained, total views and engagements were high, showing continued interest from long-time residents and older visitors.

The gender and age distribution on Instagram suggests that local women ages 35–54 are the most actively engaged demographic. Content that appeals to this audience—community updates, family-friendly events, history, and local charm—should continue to be prioritized.

Areas for Improvement

1. **Increase External Engagement:**
 - Only 2 external link taps suggests the current calls to action may not be as effective.
 - Action: Add clearer, more compelling CTAs that direct users to learn more, RSVP, or visit the city website.
 2. **Encourage Commenting:**
 - With only 4 comments out of 264 interactions, there is an opportunity to create more conversation.
 - Action: Include open-ended questions, polls, and invitations for followers to share their memories or opinions.
 3. **Maximize Reels Potential:**
 - Reels underperformed but are a discovery powerhouse on Instagram.
 - Action: Create more short-form videos highlighting scenery, shop tours, quick history facts, or event previews.
 4. **Convert Non-Followers to Followers:**
 - Over 50% of views are from non-followers, but the engagement ratio skews heavily to followers.
 - Action: Include more “Follow for more” language in captions and video overlays.
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5. Content Calendar Optimization:

- While content volume is strong, ensuring it's spaced out strategically (e.g. using key posting days and themes) can improve consistency and visibility.

Tactics Beyond Social Media

To expand community outreach and visitor engagement, the following offline strategies are recommended:

1. Local Partnerships & Co-Marketing

- Collaborate with local businesses, restaurants, wineries, and artisan shops for cross-promotion.
- Example: Feature local products or shop tours on the City's platforms while they promote city events in-store.

2. Printed Promotions with QR Codes

- Develop eye-catching flyers, signs, and window clings with QR codes that link to upcoming event pages or Instagram profiles.
- Distribute at high-traffic areas like cafés, inns, event venues, and the visitor center.

3. Event-Based Storytelling

- At community events, have a small booth or mobile station where attendees can write their "Favorite Sutter Creek Memory." Use quotes and photos for future posts.
- Capture content during events for later use, even if not posted immediately.

4. Newsletter Integration

- Promote the city's email newsletter on social media and vice versa.
- Use the newsletter to summarize top posts, events, and local business highlights.

5. Local Media Collaboration

- Share top-performing visuals and stories with local newspapers, radio stations, and tourism partners.
- Media coverage can reinforce digital messages and expand reach among offline audiences.

6. Community Bulletin Boards

- Update physical bulletin boards (in libraries, markets, etc.) with upcoming event calendars and social media callouts.

Conclusion

The City of Sutter Creek's social media presence continues to grow and reflect community pride. With a strong foundation built on event promotion and hyper-local storytelling, there's momentum to build on through more strategic calls to action, content variety, and cross-channel engagement.

By expanding into Reels, leveraging the interest of non-followers, and connecting with residents through both digital and traditional methods, the City can deepen its community impact while attracting new visitors and followers.
