



STAFF REPORT

TO: THE HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL
MEETING DATE: SEP 15, 2025
FROM: TAYLERED MARKETING
SUBJECT: AUGUST 2025 SOCIAL MEDIA DATA ANALYSIS

Social Media Analysis: City of Sutter Creek (Period: August 2025)

Instagram Performance Quantitative Highlights

- 22,394 views in August (↑ 41% from July).
- **Followers vs Non-followers reached:** 50.2% followers / 49.8% non-followers → strong discovery potential.
- **Content type performance:**
 - Posts = 59.3% of views
 - Reels = 29.7%
 - Stories = 11%
- **Top posts:**
 - Aug 13 (Sutter Creek Fireman's Ball Promotion) → 4.3K views
 - Aug 5 (National Night Out) → 2.5K views
 - Aug 8 (Ragtime Festival promo) → 1.6K views
- **Engagement: 837 total interactions**
 - Likes: 356
 - Comments: 7
 - Shares: 66
 - Saves: 8
- **Follower Growth:** +15.3% vs July (452 followers total).
- **Audience demographics:**
 - Gender: 81.6% women / 18.4% men.
 - Age: majority between 35–64 (67%).
 - Top cities: Sutter Creek (19.8%), Jackson (11.3%), Pine Grove (9.3%), Ione (5.3%).

Qualitative Insights

- Visual storytelling works: Fire Dept., PD, and historic-themed posts performed best → audiences resonate with people + community pride.
- Event promotion effective: Ragtime Festival content had consistent traction.
- Limited conversation: Very few comments show that people watch but don't talk back.
- **Demographic skew:** Female-heavy audience suggests messaging may lean toward community, family, arts, and lifestyle.

Facebook Performance

Quantitative Highlights

- Publishing activity (last 28 days): 78 posts
 - 55 Stories
 - 13 Photos
 - 10 Other (Reels, Videos, etc.)
- Top performing content:
 - Grand opening celebration (Photo) → 5,660 views
 - Staff Spotlight (Video) → 5,223 views
 - Fireman's Ball. invite (Reel) → 2,244 views
- Followers: 2,241 total (+1% vs previous 28 days, +27 net followers).
- Audience demographics:
 - Gender: 73% women / 27% men
 - Age: majority 55+ (65+ = 32.3%, 55–64 = 24.7%)
 - Locations: Sutter Creek (11.7%), Jackson (6.9%), Pine Grove (3.8%), Ione (3.7%).
- **Net follows by content type:**
 - Videos → 61.5% of growth
 - Reels → 38.5%

Qualitative Insights

- Video & spotlight content drive reach: People enjoy personal stories (staff, community highlights).
- Older demographic on FB: More than half the audience is 55+ → reflects local residents more than tourists.
- Event info is valuable: Road closure posts still pulled >1,500 views → practical updates matter.
- Consistency is high: 78 posts shows effort, but Stories dominate (which disappear quickly).

Successes Across Both Platforms

Strong reach & visibility — IG discovery is high; FB serves locals effectively. Community pride content resonates — Fire Dept., PD, and staff features are top-performing.

Event promotion is working — Ragtime Festival posts consistently drew views and engagement.

Steady follower growth — modest but consistent on both platforms.

Areas for Improvement

Low interaction rates: Comments, shares, and saves are underperforming relative to views.

Content balance: FB relies heavily on Stories; IG has fewer Reels than optimal for discovery.

Younger audiences underrepresented: Only ~15% under age 35 across both platforms.

Calls-to-action (CTAs): Few posts prompt engagement beyond viewing.

Recommendations

On Social Media

1. Interactive Content:

- Add polls, Q&A, or “vote on your favorite” posts to Stories.
- Use “comment with your...” CTAs (favorite Sutter Creek event, photo memories, etc.).

2. More Reels (IG + FB cross-post):

- Behind-the-scenes of city events, quick updates, local “day in the life” clips.
- Reels will boost discovery with non-followers.

3. Community Spotlights:

- Continue staff highlights → expand to volunteers, business owners, longtime residents.
- Encourages shares among featured individuals’ networks.

4. Content Mix:

- IG → more event reels and lifestyle visuals.
- FB → fewer Stories, more permanent videos + shareable graphics (e.g., road closures, city alerts).

5. Strengthen Engagement CTAs:

- End posts with clear prompts (“Share this with a neighbor,” “Tell us your favorite memory,” “Tag a friend”).

Overall, the City of Sutter Creek’s social presence is growing steadily and serving as a strong tool for visibility. With more emphasis on engagement, interactivity, and Reels, the city can expand reach to younger demographics while maintaining strong connections with its core local audience.