



STAFF REPORT

TO: THE HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL
MEETING DATE: MAY 18, 2026
FROM: TAYLERED MARKETING
SUBJECT: APRIL 2026 MONTHLY REPORT - SOCIAL MEDIA DATA ANALYSIS

Executive Summary — Social Media Performance Report

City of Sutter Creek | April 2026

The City of Sutter Creek’s social media presence continued to experience strong growth and engagement throughout April 2026 across both Instagram and Facebook platforms. Content strategy remained focused on community storytelling, tourism promotion, historic charm, local events and lifestyle-driven visuals that showcase the character of Sutter Creek.

Combined platform performance demonstrated continued success in increasing visibility, strengthening community engagement and attracting new audiences beyond existing followers.

Instagram Performance Highlights

During April 2026, the City’s Instagram account generated 26,634 total views, with 63.8% of views coming from non-followers, indicating strong success in reaching new audiences and increasing awareness of Sutter Creek as a destination community.

Additional Instagram highlights included:

- 2,693 accounts reached (+38.6%)
- 780 followers total
- 38 new followers gained
- 3.6% follower growth

Content Performance

Top-performing content focused heavily on:

- Historic tourism experiences
- Downtown shopping
- Community events
- Lifestyle and destination storytelling

Highest-performing posts included:

- “49 Days of Wagon Train” Reel — 13K views
- Downtown mural/shopping feature — 12K views
- Shopping lifestyle Reel — 9.2K views
- Historic downtown carriage content — 7.6K views

Instagram Engagement

- 472 likes
- 97 shares
- 10 saves
- 121 profile activities
- 119 profile visits

Instagram Audience Demographics

The Instagram audience continues to align strongly with the City’s target tourism and visitor demographic:

- 79.4% women
- Largest age groups:
 - Ages 35–44: 24.5%
 - Ages 45–54: 24.2%
 - Ages 55–64: 21.6%

Top audience locations included:

1. Sutter Creek
2. Pine Grove
3. Jackson
4. Ione
5. Stockton

Facebook Performance Highlights

The City’s Facebook page also demonstrated significant month-over-month growth during April 2026, reinforcing Facebook’s continued importance as a community engagement and informational platform.

Facebook Analytics

Over the last 28 days, Facebook performance included:

- 32,108 total views (+51%)
- 1,877 engagements (+48%)
- 28 net new followers (+27%)

Top Performing Facebook Content

Top-performing Facebook content centered around:

- Community snapshots and local event coverage
- Seasonal city updates
- Tourism and lifestyle visuals
- Informational city announcements

Highest-performing posts included:

- Historic carriage and downtown imagery — 6,472 views
- Pool season announcement — 4,907 views

Video-based informational content also performed strongly for follower growth, particularly:

- “Sutter Creek Scoop” with City Manager
- “Quick City Update” videos

These types of direct-to-community informational videos generated the highest net follower growth on Facebook during the reporting period.

Facebook Audience Demographics

Facebook audience demographics indicate strong engagement among established community members and long-term residents:

- 74% women
- 26% men

Largest audience age groups:

- Ages 65+: 32.8%
- Ages 55–64: 24.5%
- Ages 45–54: 20.5%

Top audience locations included:

1. Sutter Creek — 31.7%
2. Jackson — 20.6%
3. Pine Grove — 11.5%

Overall Observations

April 2026 analytics demonstrate continued momentum in positioning Sutter Creek as a vibrant, engaging, and community-centered destination online.

Key takeaways from April performance include:

- Strong growth in non-follower reach and visibility
- Increased engagement across both platforms
- High-performing tourism and lifestyle content
- Continued success with historic visuals and local storytelling
- Positive response to informational video updates from City leadership
- Strong engagement from women ages 35+ across both platforms

Overall, the City’s social media strategy continues to successfully balance tourism promotion, resident engagement, event marketing and community storytelling while increasing visibility and strengthening audience connection to Sutter Creek.