



STAFF REPORT

TO: THE HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

MEETING DATE: September 14, 2026

FROM: TAYLERED MARKETING

SUBJECT: AUGUST 2026 SOCIAL MEDIA DATA ANALYSIS

City of Sutter Creek

Social Media Analytics Executive Summary

August 1–21, 2026

Executive Summary

From August 1–21, 2026, the City of Sutter Creek's social media channels demonstrated strong visibility, audience growth, and engagement across both Instagram and Facebook.

During the reporting period, City content generated a combined **55,064 views**, **1,027 content interactions**, and **102 new followers** across the two platforms.

Performance data indicates that the City's strongest content continues to fall within three key categories: **direct City communication, community and destination storytelling, and timely public information**. In particular, content featuring the City Manager, local lifestyle messaging, community events, and important City updates generated some of the highest levels of visibility.

The results also demonstrate the City's ability to reach beyond its established follower base. On Instagram, more than half of all views came from individuals who were not already following the account, suggesting that content is increasingly being discovered by new audiences.

Instagram Performance

Between August 1 and August 31, the City of Sutter Creek Instagram account generated:

- **16,564 total views**
- **454 content interactions**
- **21 new followers**
- **85 profile visits**
- **56.5% of views from non-followers**
- **45.8% of interactions from non-followers**

The percentage of non-follower views is particularly significant. With **56.5% of Instagram views coming from people outside the existing follower community**, City content is reaching new audiences and creating opportunities for increased awareness of Sutter Creek, City initiatives, events, businesses, and community life.

Nearly half of all Instagram interactions—**45.8%**—**also came from non-followers**, indicating that new audiences are not simply seeing City content but are actively engaging with it.

Content Format Performance

Reels generated the largest share of Instagram views, followed by traditional feed posts and then Stories.

This reinforces the importance of short-form video as a discovery tool. Reels provide an opportunity to introduce Sutter Creek to audiences who may not yet follow the City while showcasing community personality, destinations, events, and municipal information in an accessible format.

Top Instagram Content

The strongest-performing Instagram content included:

1. Sutter Creek Scoop – City Manager Update 22.4K views

The continued success of the Sutter Creek Scoop demonstrates strong public interest in direct communication from City leadership. Presenting municipal information in an approachable, social-first format allows residents and community members to remain informed while creating greater visibility for City operations and updates.

2. “This Is What I Mean When I Say I Want to Go Outside” Reel 9.4K views

This lifestyle-focused Reel demonstrates the value of destination storytelling. Content that captures the feeling, scenery, and experience of Sutter Creek provides an opportunity to reach residents as well as prospective visitors.

3. “Did You Know...” – Sutter Creek Inns 8.9K views

Content highlighting the hallmark qualities of Sutter Creek’s inns also performed strongly. This suggests continued audience interest in discovering the businesses, accommodations, history, and experiences that distinguish Sutter Creek as a destination.

Facebook Performance

During the same August 1–31 reporting period, Facebook generated:

- **38.5K views**
- **573 content interactions**
- **81 new followers**

Facebook remains an important communication channel for the City, generating significant visibility and substantially more new followers during this reporting period.

Top Facebook Content

1. Sutter Creek Scoop – City Manager Report **11.1K views**

The City Manager update was also the strongest-performing content on Facebook, further supporting the value of recurring, recognizable communication directly from City leadership.

2. Traffic Advisory Announcement **7.1K views**

The performance of the traffic advisory demonstrates Facebook’s importance as a channel for immediate and practical community information. Posts that directly affect residents’ daily routines can generate substantial reach and reinforce the City’s social platforms as a reliable source for local updates.

3. Ragtime Festival Recap Content **3.8K views**

The Ragtime Festival recap illustrates continued interest in community events and local culture. Event recap content extends the life of an event beyond the event date while showcasing the vibrancy and character of Sutter Creek.

Key Performance Insights

Direct City Communication Is Resonating

The **Sutter Creek Scoop featuring the City Manager was the leading content on both Instagram and Facebook** during the reporting period.

This indicates that residents and followers value accessible, direct communication regarding City activity, projects, decisions, and community updates.

Continuing the Sutter Creek Scoop as a recognizable recurring content series can help strengthen transparency, familiarity, and community connection.

Instagram Is Reaching New Audiences

With **56.5% of Instagram views coming from non-followers**, the platform is functioning not only as a communication channel for current residents and followers but also as a discovery platform for Sutter Creek.

Destination-driven Reels, business features, community stories, and visually engaging content should remain an important part of the strategy to continue expanding awareness.

Reels Continue to Support Discovery

Reels represented the largest source of Instagram views during the reporting period.

The performance of lifestyle-oriented content such as “**This Is What I Mean When I Say I Want to Go Outside**” demonstrates that audiences respond to content that communicates what it feels like to experience Sutter Creek rather than solely presenting information about it.

Public-Service Content Remains Essential

The strong performance of the **Traffic Advisory**, along with the City Manager updates, demonstrates that practical municipal communication remains a core reason audiences engage with City platforms.

Maintaining a balance between public information and community storytelling allows the City’s social presence to serve both residents and visitors.

Community and Tourism Storytelling Adds Value

Strong engagement with content featuring local inns, community events, and the character of Sutter Creek demonstrates an opportunity to continue positioning the City’s channels as both a municipal information resource and a platform for community and destination awareness.

Strategic Recommendations

Based on performance from August 1–31, future content should continue to prioritize:

1. **Recurring City Manager communications**, including the Sutter Creek Scoop, to provide consistent and approachable City updates.
2. **Short-form Reel content** designed to showcase the experience, atmosphere, businesses, history, and personality of Sutter Creek.
3. **Timely public-information posts**, including road updates, closures, City notices, meetings, projects, and other information that directly impacts residents.
4. **Community and event storytelling**, including both promotional and recap content that highlights the activity taking place throughout Sutter Creek.
5. **Local business, lodging, and destination features** that communicate what makes Sutter Creek distinctive while supporting broader tourism and economic-development messaging.
6. **Content designed for non-followers**, particularly through Reels and shareable community-focused posts, to continue expanding the City’s reach beyond its current audience.

Overall Assessment

Performance from August 1–21 demonstrates continued momentum across the City of Sutter Creek’s social media presence.

The strongest results are being generated through a balanced communications strategy that combines **municipal transparency, timely public information, community storytelling, and destination marketing**.

Most notably, the success of the City Manager series across both platforms establishes a strong opportunity for continued direct communication between City leadership and the community. At the same time, the high percentage of non-follower reach on Instagram indicates that Sutter Creek's social media presence is successfully introducing the community to audiences beyond its existing digital network.

Moving forward, maintaining this balance will allow the City's social platforms to continue serving as both an effective source of community information and a compelling digital representation of Sutter Creek.