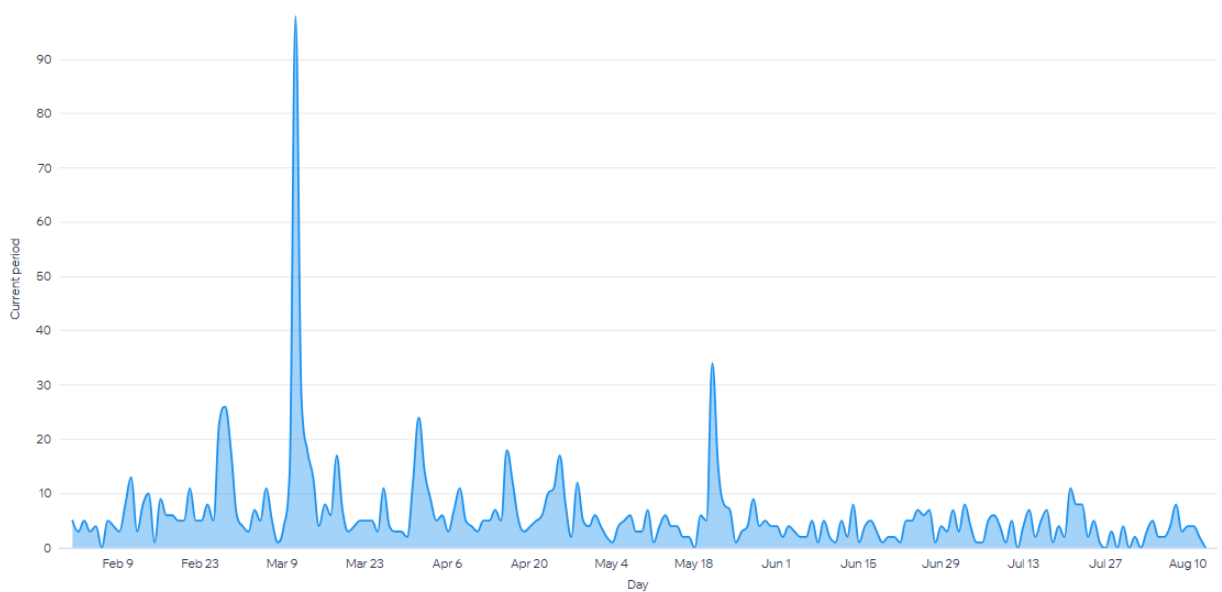
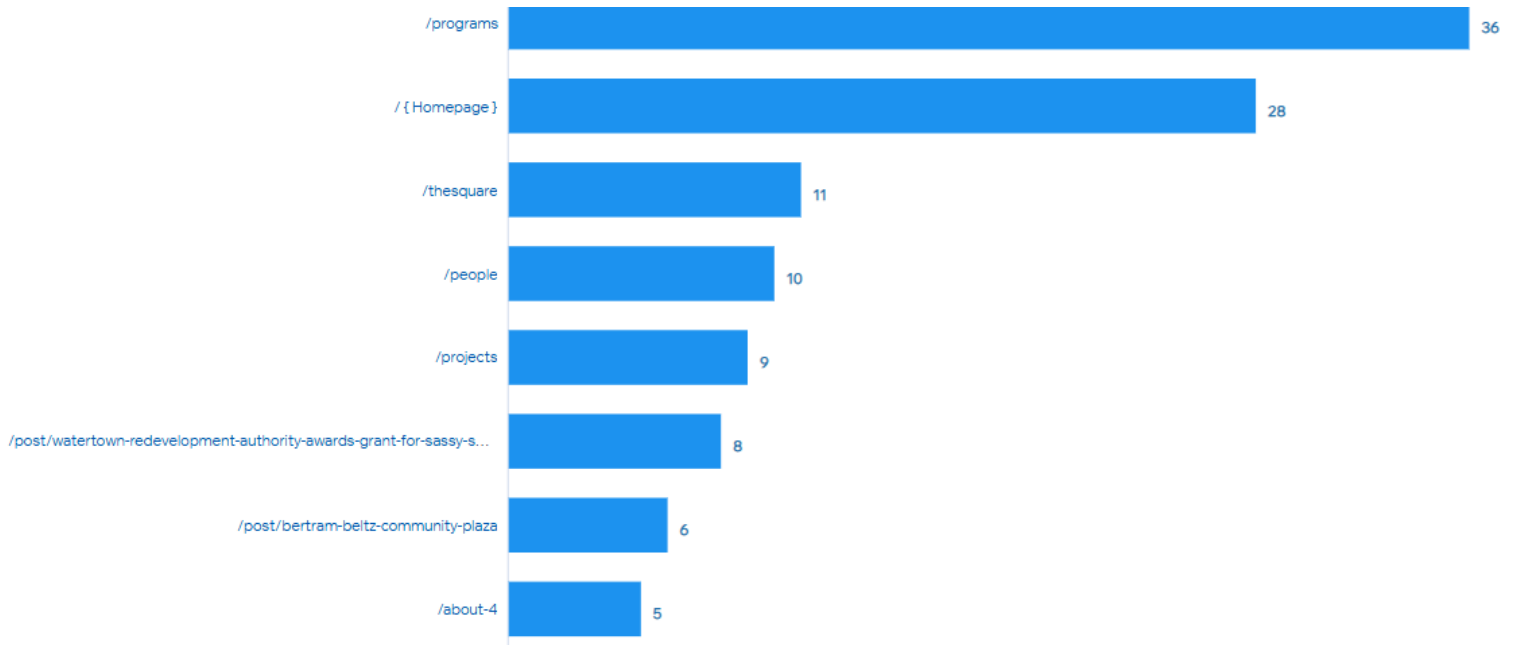


Watertown Redevelopment Authority

Social Media Report – 8/13/25

Website Metrics (7/15 to 8/13)

- 104 Site sessions
- 91 Unique visitors (96 new, 9 returning)
- Page visits:

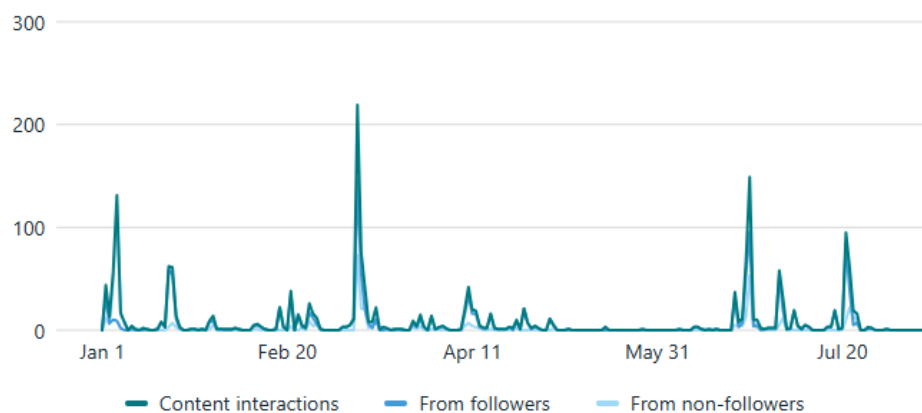


Year-to-date Activity: Site Traffic

Facebook (last 28 days)

The top performing post for this period was a Beltz Grant highlight on the Drafty Cellar patio project. The post had lots of positive comments about the project and the establishment. Even though this project was complete quite a while ago, the interactions with the post show that testimonial-type examples are a good way to draw attention to the work the RDA does in the community.

- Post Reach: 5,170
 - Content interactions: 225
 - Shares: 4
 - Followers: 1725
 - New Followers: 0
 - Link Clicks: 14
-



Interactions breakdown

Jan 1 – Aug 13

Total

1,947 ↑ 58.6%

From followers

1,323 ↑ 92.6%

From non-followers

624 ↑ 15.3%

Year-to-date Activity: Facebook Content Interactions