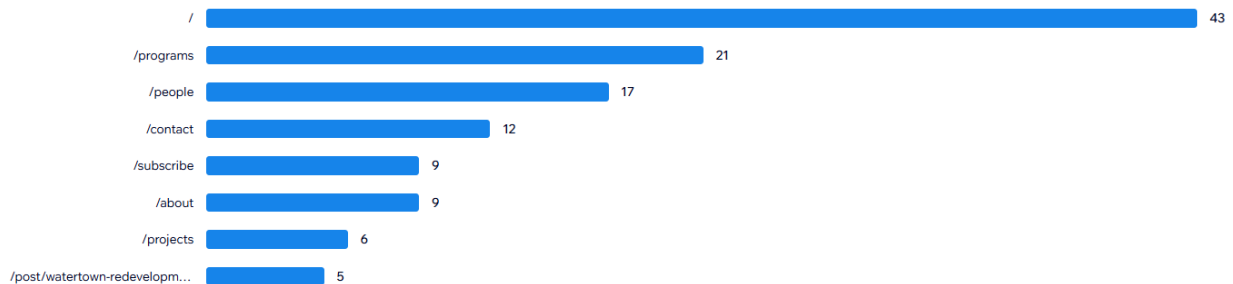


# Watertown Redevelopment Authority

## Social Media Report – 12/10/25

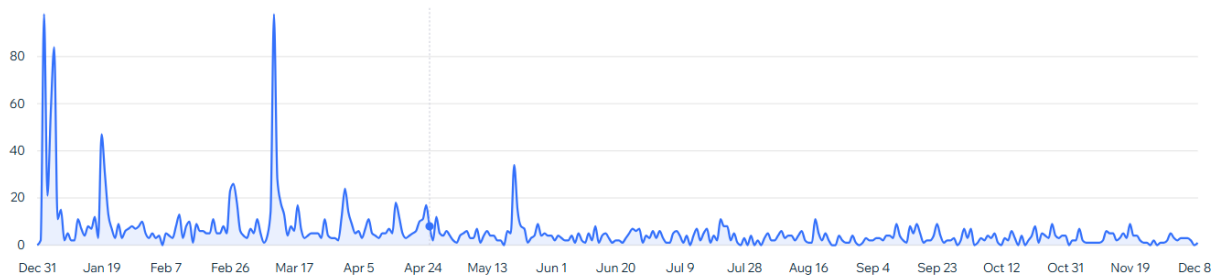
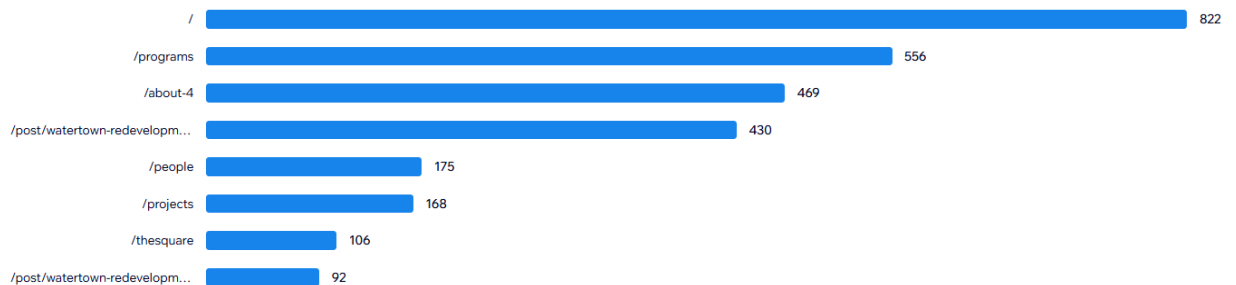
### Website Metrics (last 30 days)

- 80 Site sessions
- 67 Unique visitors (62 new, 5 returning)
- Page visits:



### Website Metrics (last year)

- 2,047 Site sessions
- 1,499 Unique visitors
- Page visits:



Year-to-date Activity: Website Visits

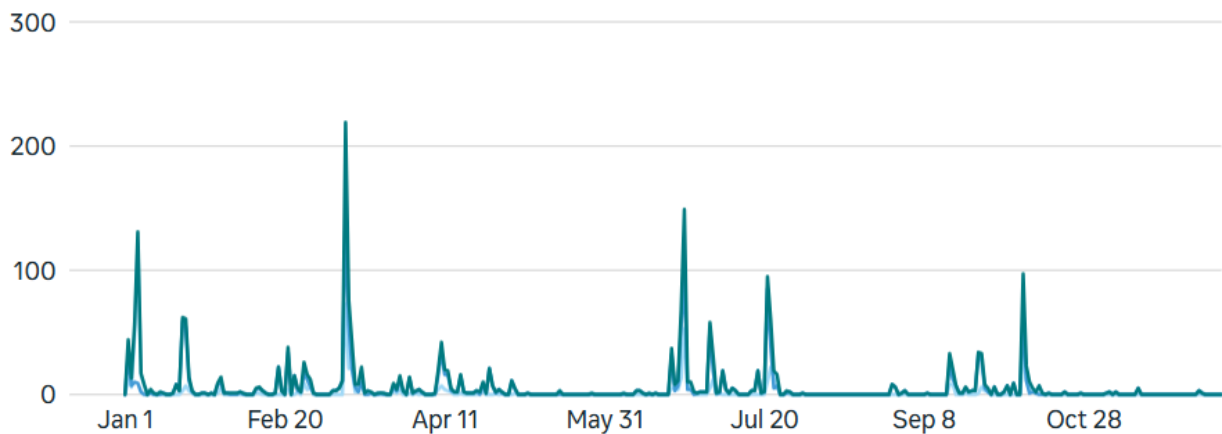
### Facebook (last 28 days)

The top performing post so far is the videos we recorded last month. I have posted one of these a week for the next few weeks.

- Post Reach: 357
- Content interactions: 5
- Followers: 1735
- New Followers: 2
- Link Clicks: 6

### Facebook (year)

- Post Reach: 357
- Content interactions: 2,309
- New Followers: 242
- Link clicks: 1,324



Year-to-date Activity: Facebook Content Interactions