

Watertown Redevelopment Authority Social Media Report - November 20

Facebook (last 28 days)	Nov.	Oct.
Post Reach:	240	488
Post Engagement:	23	7
Shares:	0	0
Followers:	1,463	1,465
New Followers:	0	1
Link Clicks	0	0

Definitions:

Post Reach: The post appeared on user's News Feed.

Post Engagement: User clicked anywhere on page posts (e.g. liked, comment, share)

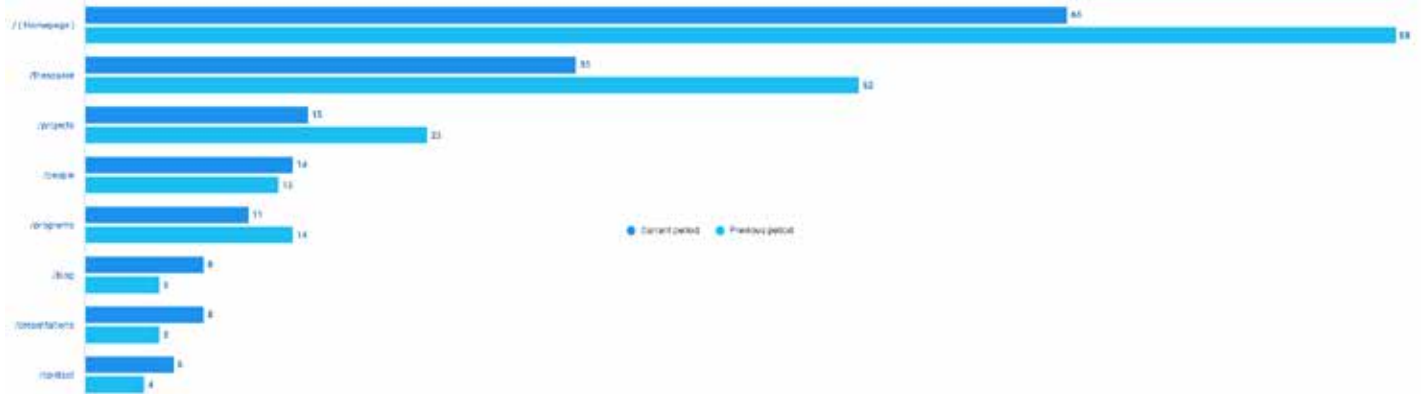
Followers: People who click "follow" to receive posts in their News Feed.

Top Posts (Last 28 days)	Reach	Engage
9-13: Invite to DNR/EPA Award (Reposted from City of WTN page)	160	5
9-18: DNR/EPA Award	109	2

Website (Last 30 days - September 11 to October 10)

	November	October	September
Page Views - Site Sessions (# site page was visited/refreshed):	117	149	440
Unique Visitors (A person visited at least once):	102	112	397
Clicks to Contact	1	3	0
New Visitors:	89 (87%)	95 (85%)	345 (87%)
Returning:	13 (13%)	17 (15%)	523 (13%)
Av. Session Duration:	4m 40s	5m 18s	4m 32s

Page Visits:



Traffic by Entry Page: Page

Home Page
The Square
Beltz names Plaza (6-8 post)
Programs

Visits



Top Navigation Flow from Home Page

Traffic Sources: Google 61 ↓ 19%, Direct 30 ↓ 25%, watertownwi.gov 11 ↑ 175%, Facebook 7 — 0%

Site Session: Traffic over Time

