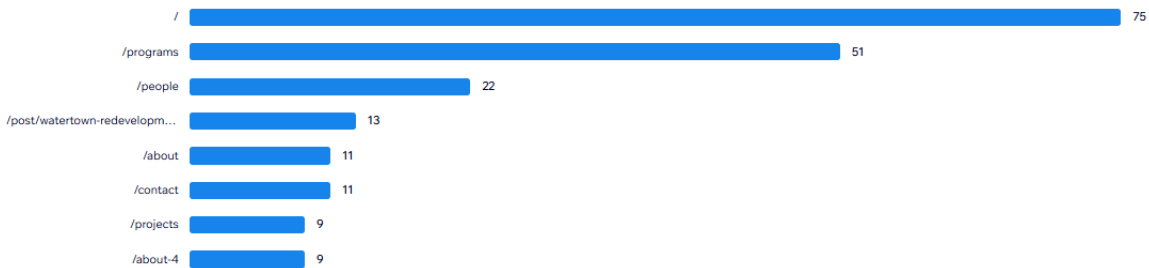


Watertown Redevelopment Authority

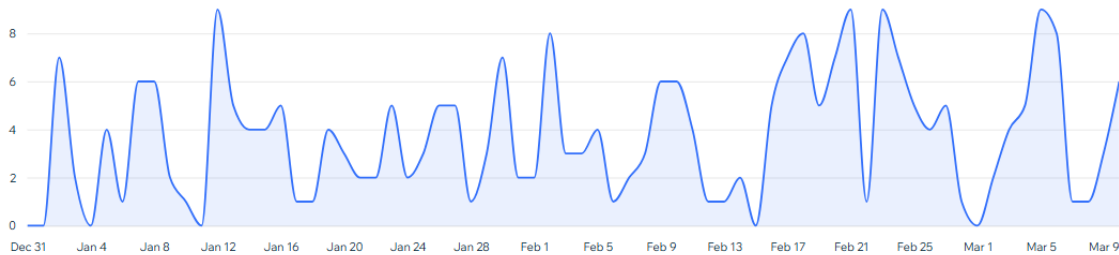
Social Media Report – 3/11/26

Website Metrics (last 30 days)

- 136 Site sessions (up 9%)
- 115 Unique visitors (105 new, 10 returning – up 19%)
- Page visits:



Year-to-date Activity: Website Visits



Facebook (last 28 days)

The top performing post this month is the linked city website article announcing the Sign Grant Program.

- Content interactions: 20 (down 41.2%)
- Followers: 1743
- New Followers: 1
- Link Clicks: 14 (up 75%)

Facebook (2025 totals)

- Content interactions: 2,442
- New Followers: 249
- Link clicks: 1,325