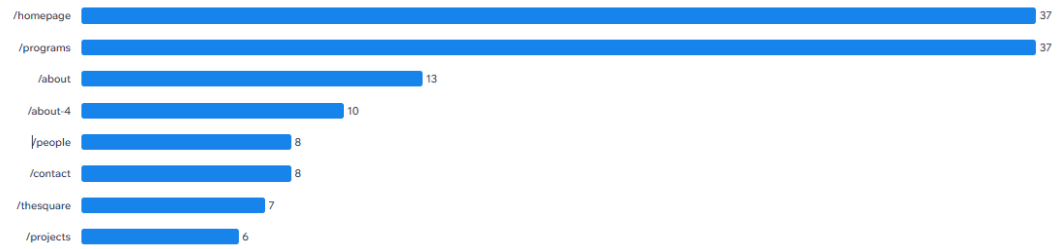
Watertown Redevelopment Authority

Social Media Report – 10/14/26

Website Metrics (last 30 days)

- 112 Site sessions (down 13%)
- 104 Unique visitors (96 new, 8 returning)
- Page visits:



Year-to-date Website Visits



Facebook (last 28 days)

The top performing post this month is the sign grant announcement for STEM 101. 1.1K views, 6 link clicks.

- Content interactions: 12
- Followers: 1824
- New Followers: 0
- Link Clicks: 13

Facebook 2025 Totals:
Content interactions: 2,442
New Followers: 249
Link clicks: 1,325

2026 Totals:
Content interactions: 917
New followers: 106
Link clicks: 159