

Watertown Redevelopment Authority Social Media Report - April 12

| | | |
|--------------------------------|------------|------------|
| Facebook (last 28 days) | Mar | Feb |
| Post Reach: | 681 | 3,795 |
| Post Engagement: | 50 | 1,105 |
| Shares: | 0 | 8 |
| Followers: | 1,383 | 1,378 |
| New Followers: | 5 | 4 |
| Link Clicks | 5 | 185 |

Definitions:

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

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

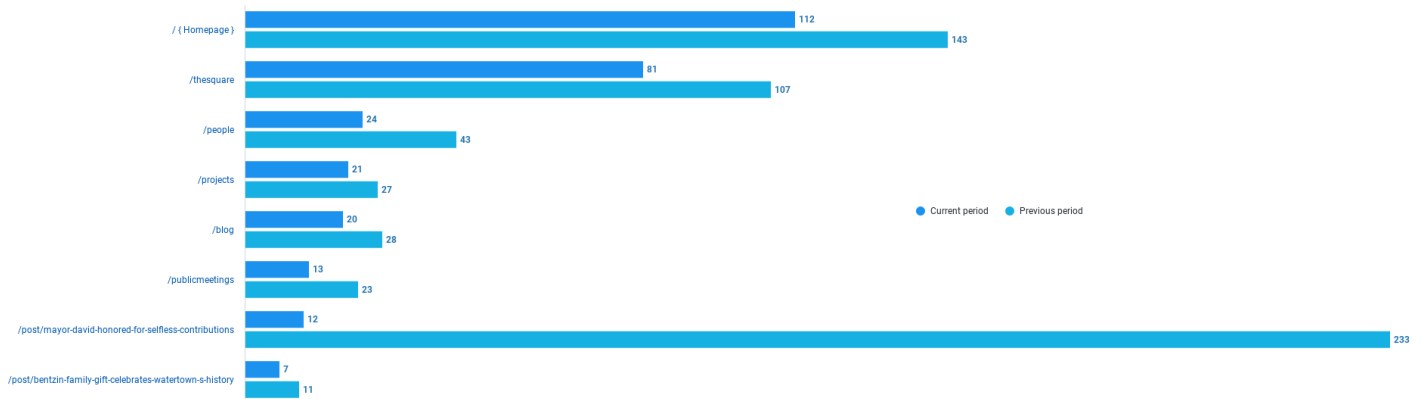
Followers: People who click "follow" to receive posts in their News Feed.

| | | |
|---------------------------------|--------------|---------------|
| Top Posts (Last 28 days) | Reach | Engage |
| 3-22: Town Square Grand Open | 4,061 | |
| 2-28 Mayor David | 3,815 | 1,114 |
| 1-13: Check Out Business | 912 | 253 |

Website (Last 30 days - End Date April 12)

| | April | March | February |
|---|----------|-----------|----------|
| Page Views - Site Sessions (# site page was visited/refreshed): | 135 | 370 | 166 |
| Unique Visitors (A person visited at least once): | 111 | 310 | 120 |
| Clicks to Contact | 2 | 4 | N/A |
| New Visitors: | 96 (86%) | 263 (85%) | 80 (66%) |
| Returning: | 15 (14%) | 47 (15%) | 41 (34%) |
| Av. Session Duration: | 5m 50s | 5m 47s | 3m 50s |

Page Visits:



| Traffic by Entry Page: | Page | Visits |
|------------------------|-------------------|--------|
| | Home Page | 68 |
| | The Square | 38 |
| | Post: Mayor David | 7 |
| | Post: Elias Inn | 5 |

Traffic Sources: Google 70 ↑8%, Direct 30 ↓29%, Facebook 10 ↓95%, ci.watertown.wi.us 6 ↓62%

Site Session: Traffic over Time

