

Watertown Redevelopment Authority Social Media Report - March 9

Facebook (last 28 days)	Mar	Feb
Post Reach:	3,795	1,033
Post Engagement:	1,105	456
Shares:	8	2
Followers:	1,378	1,373
New Followers:	4	6
Link Clicks	185	40

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.

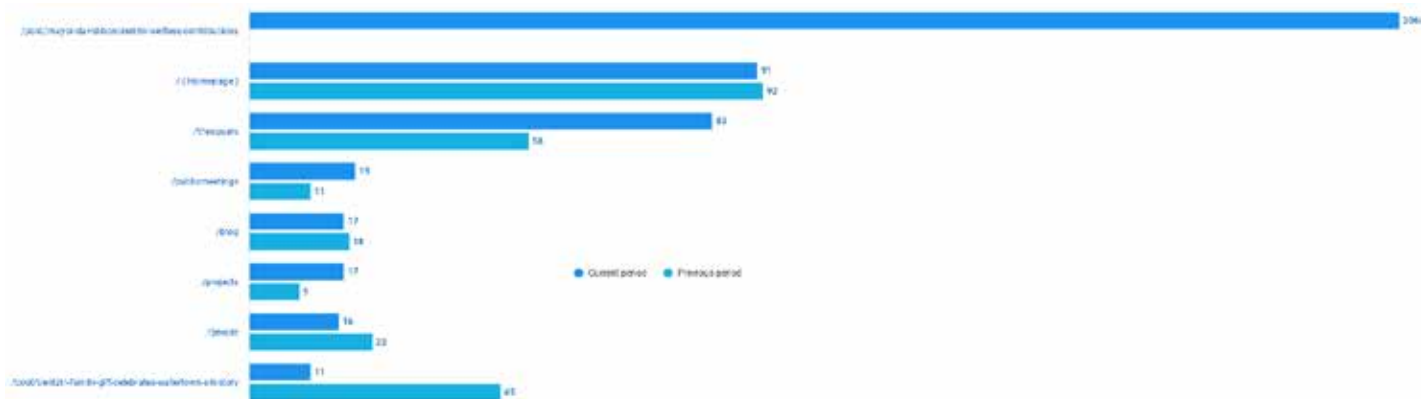
Top Posts (Last 28 days)

	Reach	Engage	Reach	Engage
2-28 Mayor David	3,751	1,097	12-20: Update on Town Square	613 171
1-13: Check Out Business	893	252		
1-11: History Wall	679	192		

Website (Last 30 days - End Date March 8)

	March	February	January
Page Views - Site Sessions (# site page was visited/refreshed):	370	166	184
Unique Visitors (A person visited at least once):	310	120	141
Clicks to Contact	4	N/A	N/A
New Visitors:	263 (85%)	80 (66%)	95 (67%)
Returning:	47 (15%)	41 (34%)	46 (33%)
Av. Session Duration:	5m 47s	3m 50s	3m 19s

Page Visits:



Traffic by Entry Page:	Page	Visits
	Post - Mayor David	200
	Home Page	75
	The Square	52
	Projects	6

Traffic Sources: Facebook 196 ↑ 292%, Google 64 ↓ 2%, Direct 38 0%, ci.watertown.wi.us 17 ↑ 13%

Site Session: Traffic over Time

