

Watertown Redevelopment Authority

Social Media Report – 9/10/26

Website Metrics (last 30 days)

- 116 Site sessions (up 43%)
- 96 Unique visitors (85 new, 11 returning)
- Page visits:



Year-to-date Website Visits



Facebook (last 28 days)

The top performing post this month is a share from the Main Street Program of the river otter sculptures. 238 views.

- Content interactions: 4
- Followers: 1825
- New Followers: 6
- Link Clicks: 6

Facebook 2025 Totals:

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

2026 Totals:

Content interactions: 905
New followers: 106
Link clicks: 146