

## Watertown Redevelopment Authority Social Media Report - May 10

<b>Facebook</b> (last 28 days)	<b>April</b>	<b>Mar</b>
Post Reach:	7,414	681
Post Engagement:	3,767	50
Shares:	36	0
Followers:	26	1,383
New Followers:	26	5
Link Clicks	447	5

### Definitions:

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

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

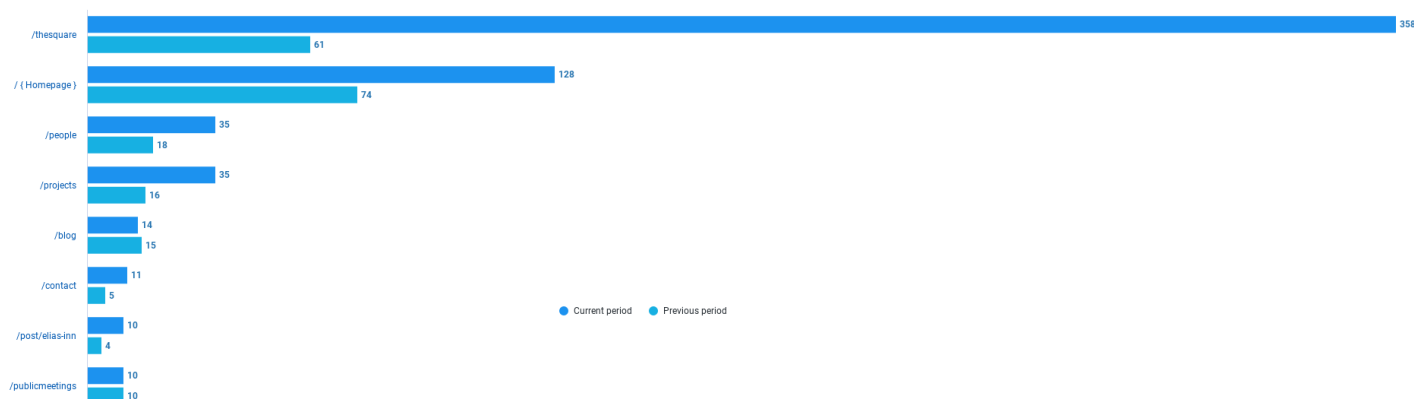
Followers: People who click "follow" to receive posts in their News Feed.

<b>Top Posts (Last 28 days)</b>	<b>Reach</b>	<b>Engage</b>			
5-9: Riverhouse on the Rock	8,140	3,424	2-28: John David	3,854	1,122
3-22 Grand Opening	6,453	--	5-3: Create Town Square Event	806	221
5-5: Sneak Peek / Town Square	3,873	870			

### Website (Last 30 days - End Date April 12)

	April	March	February
Page Views - Site Sessions (# site page was visited/refreshed):	469	135	370
Unique Visitors (A person visited at least once):	413	111	310
Clicks to Contact	1	2	4
New Visitors:	361	96 (86%)	263 (85%)
Returning:	52	15 (14%)	47 (15%)
Av. Session Duration:	4m 25s	5m 50s	5m 47s

### Page Visits:



Traffic by Entry Page:	Page	Visits
	The Square	358
	Home Page	128
	Projects	35
	People	35

Traffic Sources: Facebook 194 ↑ 1840%, Google 111 ↑ 61%, Direct 70 ↑ 70%, fisherbarton.com 30

### Site Session: Traffic over Time

