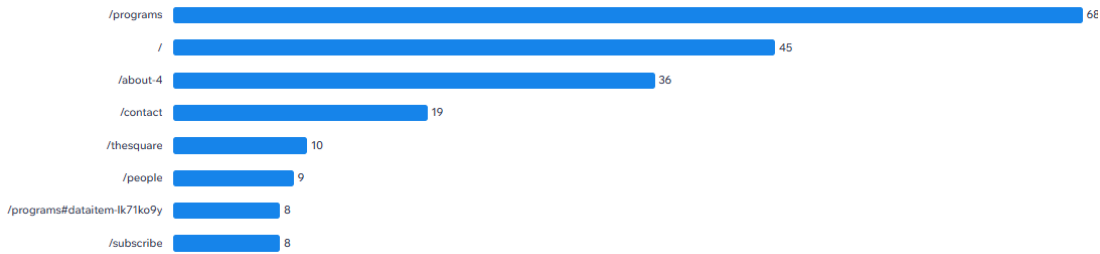


Watertown Redevelopment Authority

Social Media Report – 5/13/26

Website Metrics (last 30 days)

- 160 Site sessions (up 29%)
- 156 Unique visitors (140 new, 16 returning – up 17%)
- Page visits:



Year-to-date Website Visits



Facebook (last 28 days)

The top performing post this month is a post about the Goose and Gander's revolving loan. 290 interactions: 266 reacts, 7 comments, 12 shares.

- Content interactions: 398 (up 30.1%)
- Followers: 1810
- New Followers: 33
- Link Clicks: 55

Facebook 2025 Totals:

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

2026 Totals:

Content interactions: 802
New followers: 82
Link clicks: 138