

Watertown Redevelopment Authority Social Media Report - September 21

Facebook (last 28 days)	Sept.	Aug.
Post Reach:	1,083	5,239
Post Engagement:	91	1,197
Shares:	6	11
Followers:	1,466	1,455
New Followers:	8	11
Link Clicks	26	85

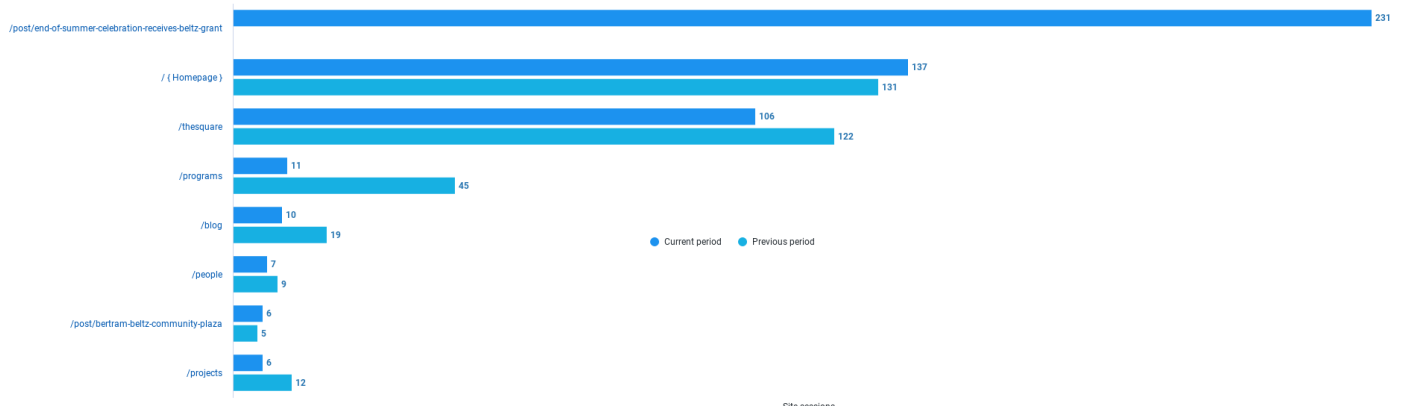
Definitions:
 Post Reach: The post appeared on user's News Feed.
 Post Engagement: User clicked anywhere on page posts (e.g. liked, comment, share)
 Followers: People who click "follow" to receive posts in their News Feed.

Top Posts (Last 28 days)	Reach	Engage	7-24: Rev. Loan Program Opens	756	13
7-18: Beltz Grant Program Intro	4,827	1,047	9-18: Success Award (EPA/DNR)	89	2
8-10: White Oak Revolving Loan	1,090	138			
8-23: Beltz Grant Awarded	1,024	96			

Website (Last 30 days - August 23 - September 20)

	September	August	May
Page Views - Site Sessions (# site page was visited/refreshed):	440	422	524
Unique Visitors (A person visited at least once):	397	345	415
Clicks to Contact	0	4	2
New Visitors:	345 (87%)	290 (84%)	373 (90%)
Returning:	523 (13%)	55 (16%)	42 (10%)
Av. Session Duration:	4m 32s	4m 26s	3m 38s

Page Visits:



Traffic by Entry Page: Page	Visits
Beltz Grant Awarded (8-23-23 post)	221
Home Page	128
The Square	62
Beltz names Plaza (6-8-23 post)	5

Traffic Sources: Facebook 222 ↑1,288%, Google 119 ↓16%, Direct 61 ↓10%, Bing 15 ↑15%

Site Session: Traffic over Time

