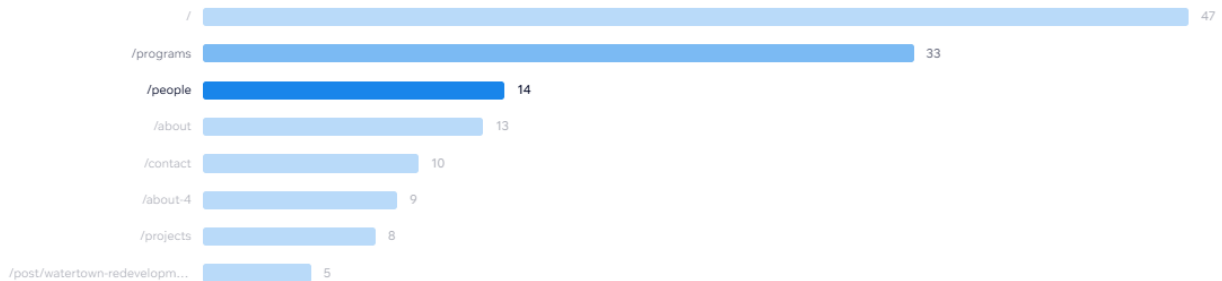


Watertown Redevelopment Authority

Social Media Report – 1/15/26

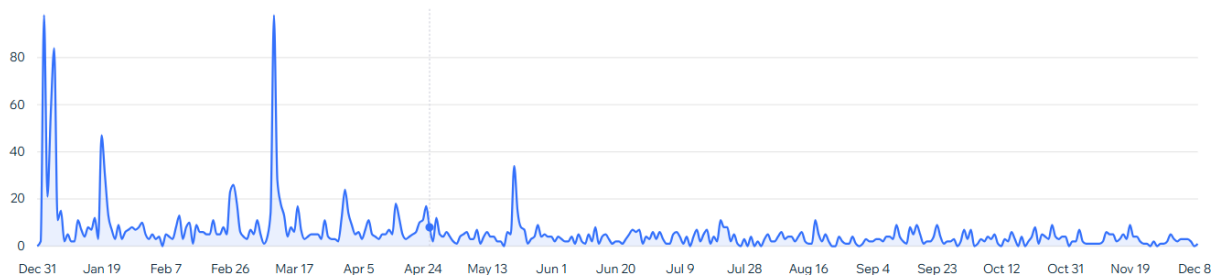
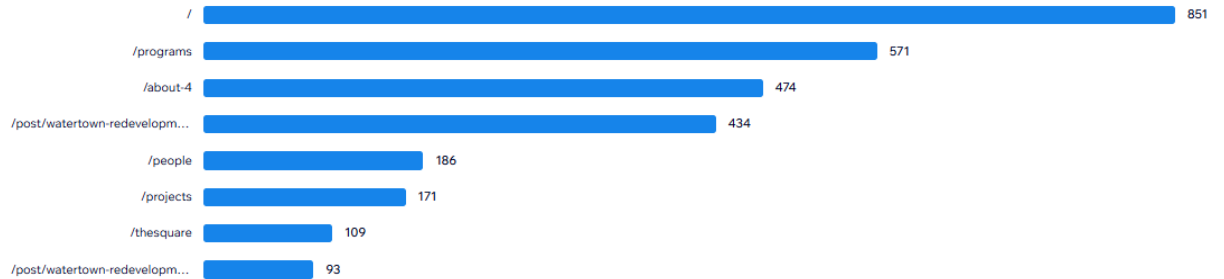
Website Metrics (last 30 days)

- 101 Site sessions
- 81 Unique visitors (71 new, 10 returning)
- Page visits:



Website Metrics (2025 total)

- 2,105 Site sessions
- 1,539 Unique visitors (1491 New, 48 returning)
- Page visits:



Year-to-date Activity: Website Visits

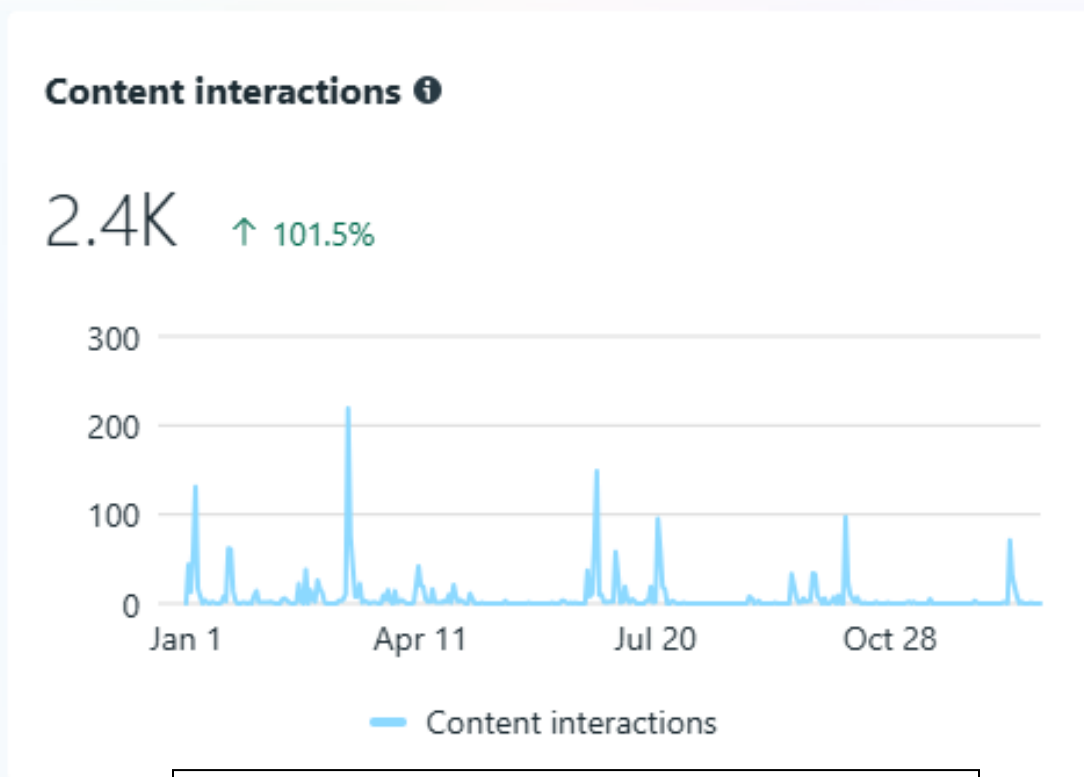
Facebook (last 28 days)

The top performing post so far is the videos we recorded last month. I have posted one of these a week for the next few weeks.

- Content interactions: 136
- Followers: 1740
- New Followers: 7
- Link Clicks: 5

Facebook (2025 totals)

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



2025: Facebook Content Interactions