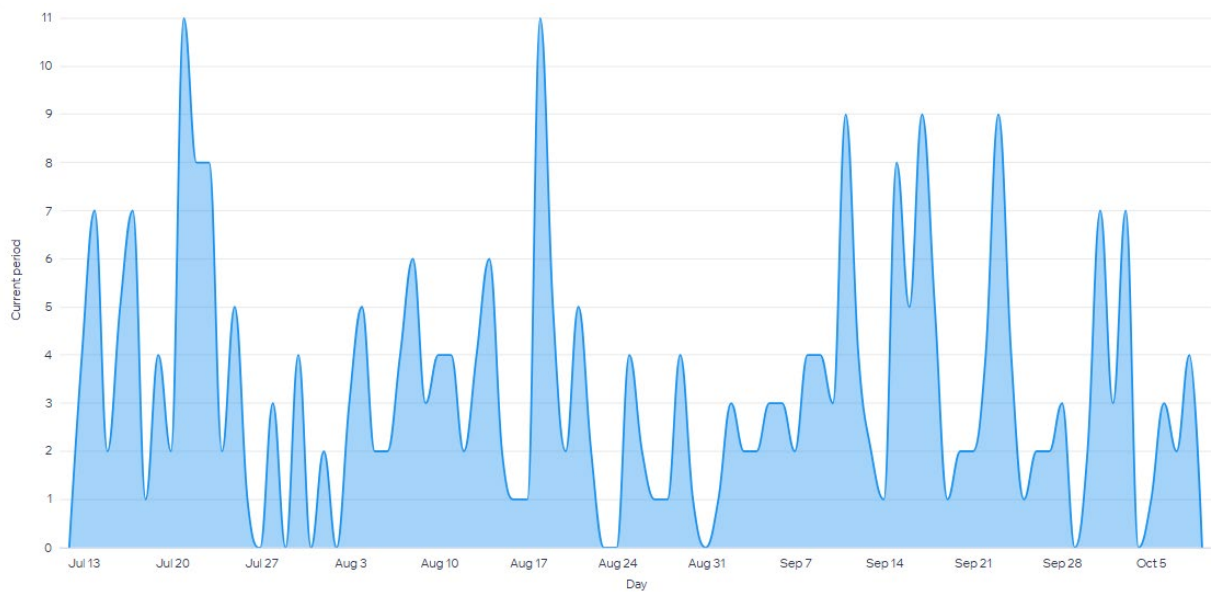
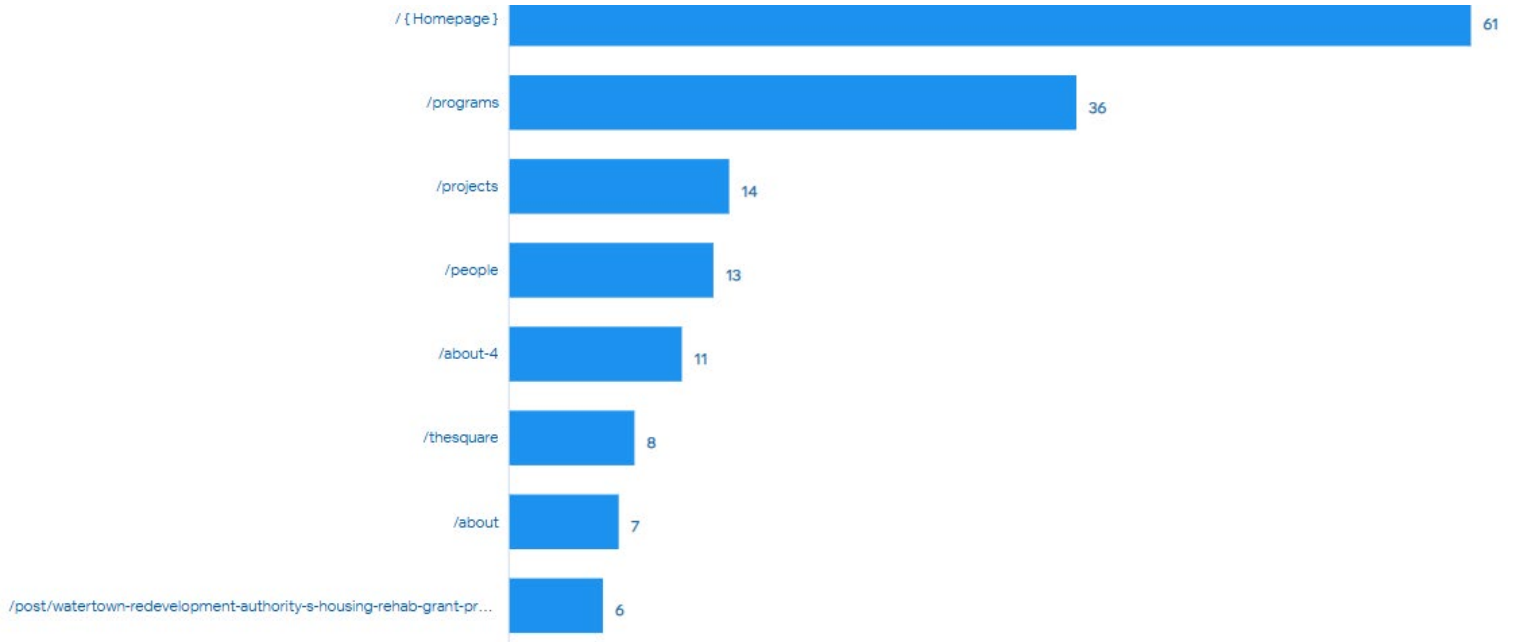


Watertown Redevelopment Authority

Social Media Report – 10/9/25

Website Metrics (9/10 to 10/9)

- 105 Site sessions
- 79 Unique visitors (69 new, 10 returning)
- Page visits:

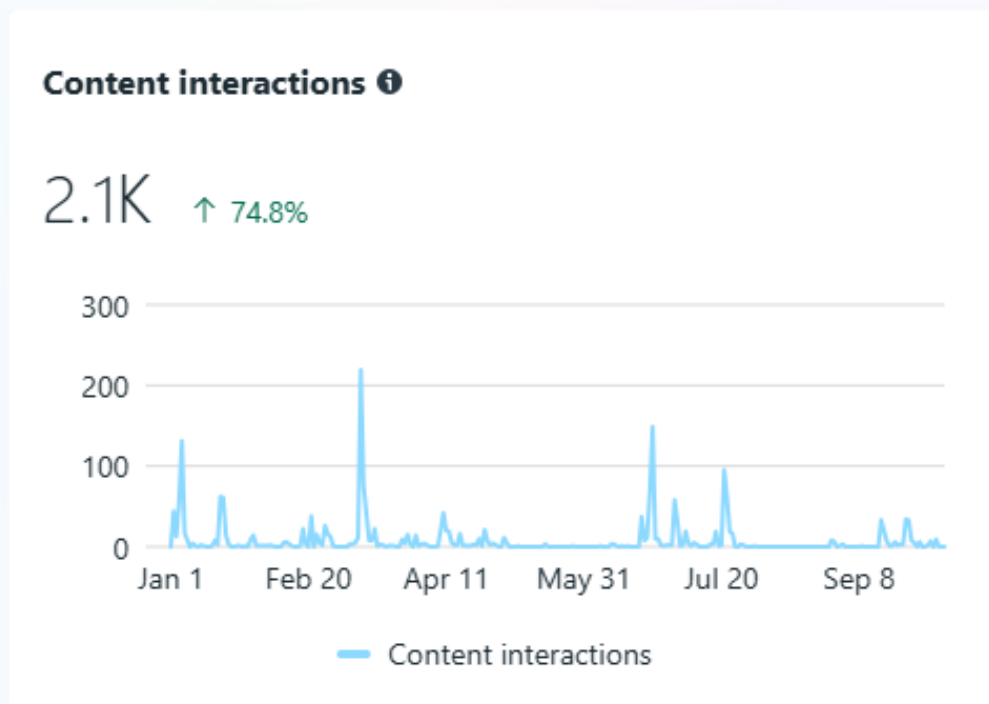


90 Day Activity: Site Traffic

Facebook (last 28 days)

The top performing post for this period was titled, Community Poll: What would you love to see along the riverfront?" Comments attached at the end of the report.

- Post Reach: 6454
 - Content interactions: 180
 - Shares: 12
 - Followers: 1732
 - New Followers: 10
 - Link Clicks: 63
-



Year-to-date Activity: Facebook Content Interactions

Watertown Redevelopment Authority Social Media Report
February 19, 2024

Facebook (last 28 days)

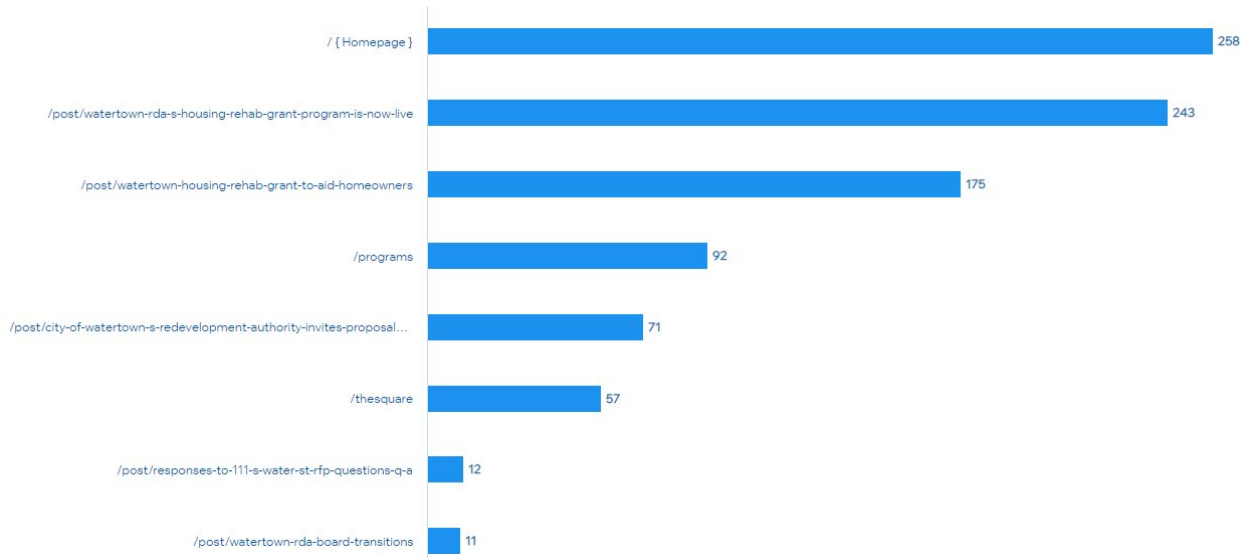
Post Reach: 1,925
Post Engagement: 112
Shares: 8
Followers: 1,481
New Followers: 11
Link Clicks: 43

Top Posts (Last 28 Days)

1/27: Checks Awarded, Beltz Grant | Reach: 1,307 Engagement/interactions: 17
2/15: Reminder: Downtown Commercial Rehab Loan | Reach: 625
Engagement/interactions: 8

Website Metrics	February	January	December
Page Views - Sessions	235	1343	374
Unique Visitors	117	540	140
Clicks to Contact	1	2	5
New Visitors	63	1066	233
Returning Visitors	172	277	51
Average Session Duration	0:05:31	0:03:33	0:04:38

Page Visits:



Watertown Redevelopment Authority Social Media Report
February 19, 2024

Traffic By Entry Page

Page	Visits	Top Nav. Flow from Home Page
Home	258	Programs (24)
Blog - housing rehab grant is live	243	Projects (8)
Blog - Housing Rehab Grant to Aid Homeowners	175	Post - Grant now Live (6)
Programs	92	Post - Downtown River Corridor (6)

Top Traffic Sources (Dec. 1 to current):

Facebook: 428 ↓62%, Direct: 233 ↑22%, Google: 205 ↓4%, LinkedIn (new - no comparison)

Site Session: Traffic Over Time:

