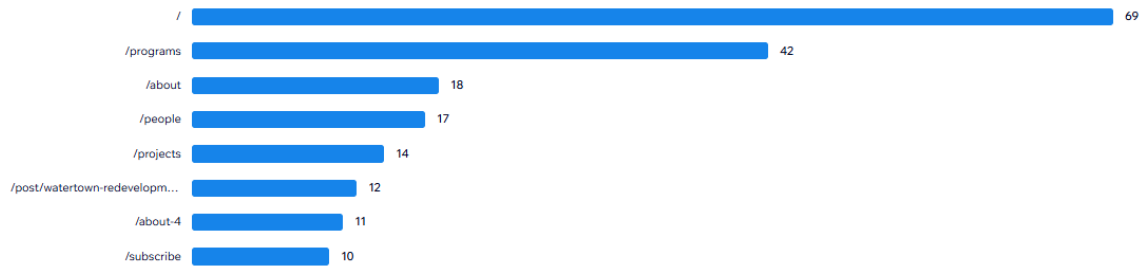


Watertown Redevelopment Authority

Social Media Report – 2/12/26

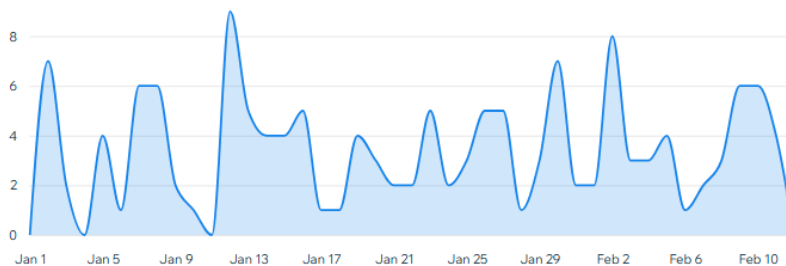
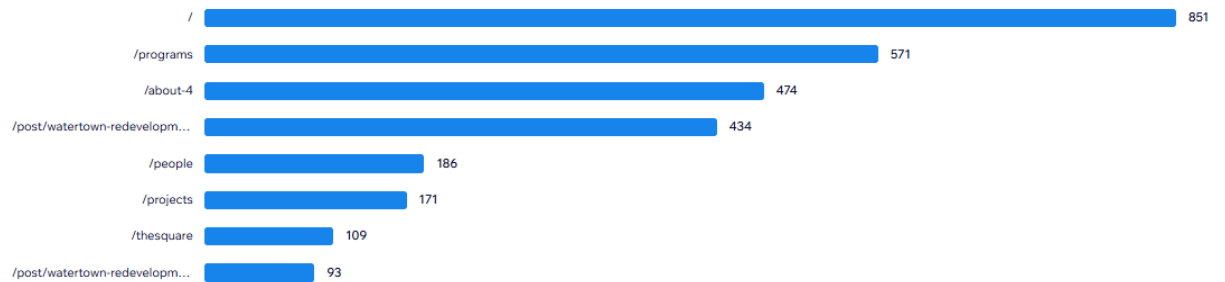
Website Metrics (last 30 days)

- 114 Site sessions (up 10%)
- 89 Unique visitors (79 new, 10 returning – up 9%)
- 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: 34 (down 75%)
- Followers: 1742
- New Followers: 4
- Link Clicks: 7

Facebook (2025 totals)

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

Thank you for inviting me to January's meeting and for the opportunity to review the RDA's 2026 social media strategy! Here's a recap of our discussion and some things we can act on in the future:

Conversation notes:

- The 2026 calendar is flexible. It was developed by reviewing 2025 post data, identifying high-engagement topics, incorporating relevant holidays, and leaving room for timely announcements such as grant/loan approvals and major development updates.
- Riverwalk content is really popular! Posts featuring renderings, progress updates, and public input reached nearly 9,000 users, while typical post engagement is in the hundreds.
- Local business success stories get attention. Highlighting grant and loan recipients demonstrates RDA impact and generates positive engagement.
- A Riverwalk "selfie spot" could encourage user-generated content and increase reach. This could be a collaboration with Tourism and Main Street.

Suggested Next Steps

- Continue prioritizing Riverwalk updates and consider launching a selfie campaign.
- Continue featuring grant recipients as grants are issued. Tag grant recipient accounts.
- Begin Instagram cross-posting when relevant.
- Explore LinkedIn for development- and business-focused content.
- Include seasonal themes (e.g., Small Business Month, Dairy Month) to maintain variety while reinforcing the RDA's mission

Please feel free to reach out if you have questions or suggestions!

~Lisa