

## Watertown Redevelopment Authority Social Media Report - October 11

<b>Facebook</b> (last 28 days)	<b>Oct.</b>	<b>Sept.</b>
Post Reach:	488	1,083
Post Engagement:	7	91
Shares:	0	6
Followers:	1,465	1,466
New Followers:	1	8
Link Clicks	0	26

### Definitions:

Post Reach: The post appeared on user's News Feed.

Post Engagement: User clicked anywhere on page posts (e.g. liked, comment, share)

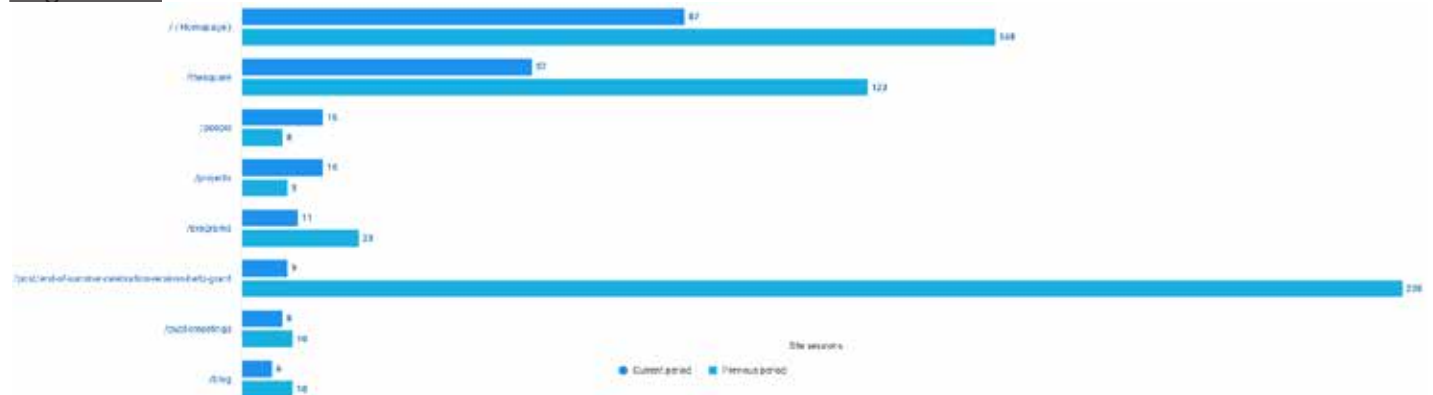
Followers: People who click "follow" to receive posts in their News Feed.

<b>Top Posts (Last 28 days)</b>	<b>Reach</b>	<b>Engage</b>
9-13: Invite to DNR/EPA Award (Reposted from City of WTN page)	154	5
9-18: DNR/EPA Award	102	2

### Website (Last 30 days - September 11 to October 10)

	October	September	August
Page Views - Site Sessions (# site page was visited/refreshed):	149	440	422
Unique Visitors (A person visited at least once):	112	397	345
Clicks to Contact	3	0	4
New Visitors:	95 (85%)	345 (87%)	290 (84%)
Returning:	17 (15%)	523 (13%)	55 (16%)
Av. Session Duration:	5m 18s	4m 32s	4m 26ss

### Page Visits:



### Traffic by Entry Page: Page

Home Page	85
The Square	34
Beltz names Plaza (6-8 post)	62
End of Summer/Beltz Grant (8-23 post)	4

### Visits

### Top Navigation Flow from Home Page

The Square - 19
People - 9
Programs - 6
Projects - 4
End of Summer/Beltz post - 3

Traffic Sources: Google 80 ↓44%, Direct 34 ↓53%, wixdeploy 11, Facebook 8 ↓96%

### Site Session: Traffic over Time

