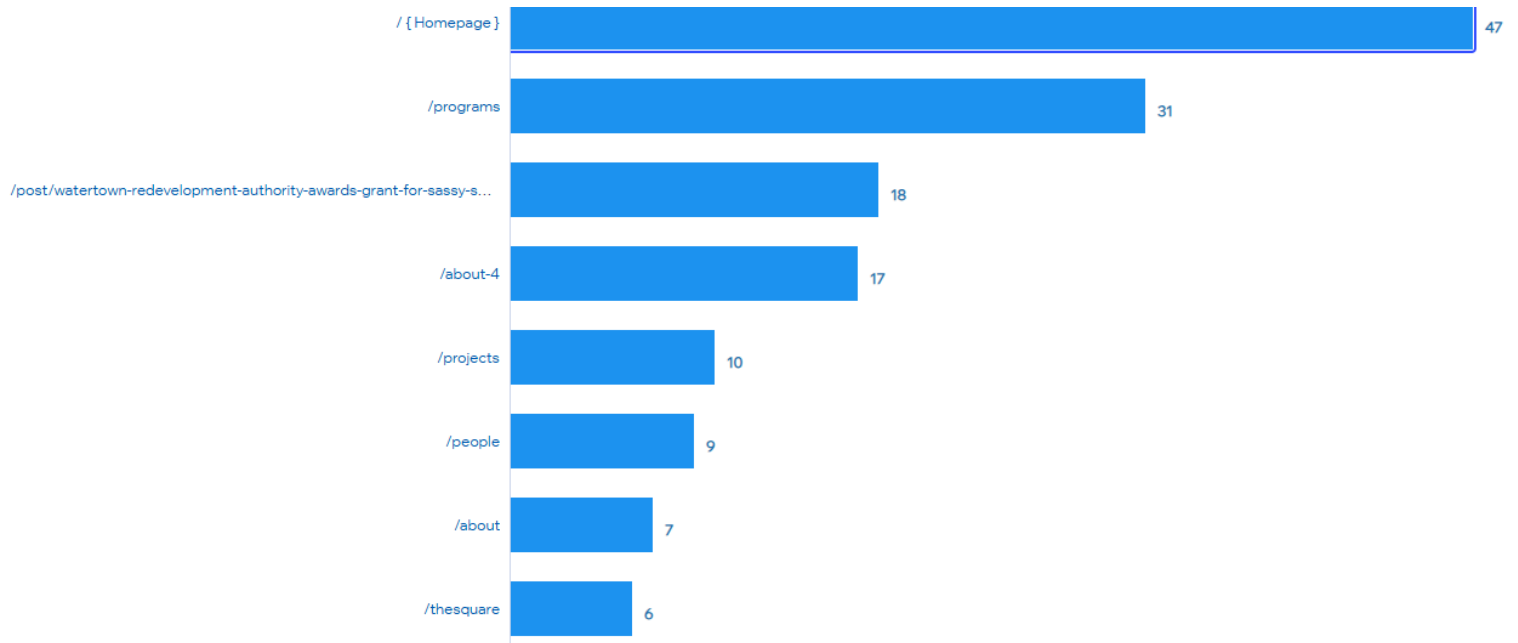


Watertown Redevelopment Authority

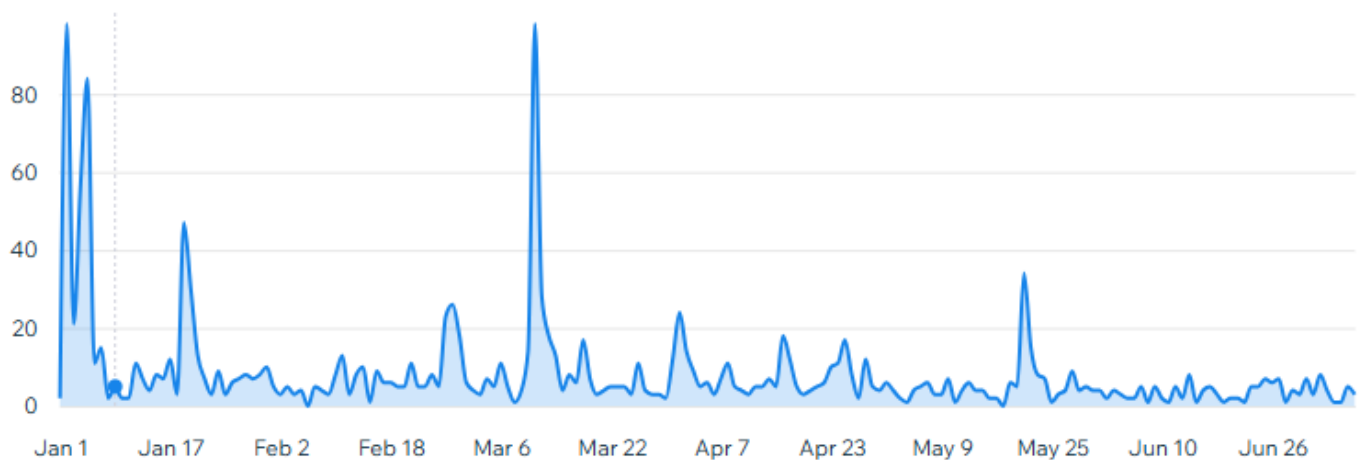
Social Media Report – 7/8/25

Website Metrics (6/9 to 7/8)

- 113 Site sessions
- 105 Unique visitors (96 new, 9 returning)
- Page visits:



Sessions over time



Year-to-date Activity: Site Traffic

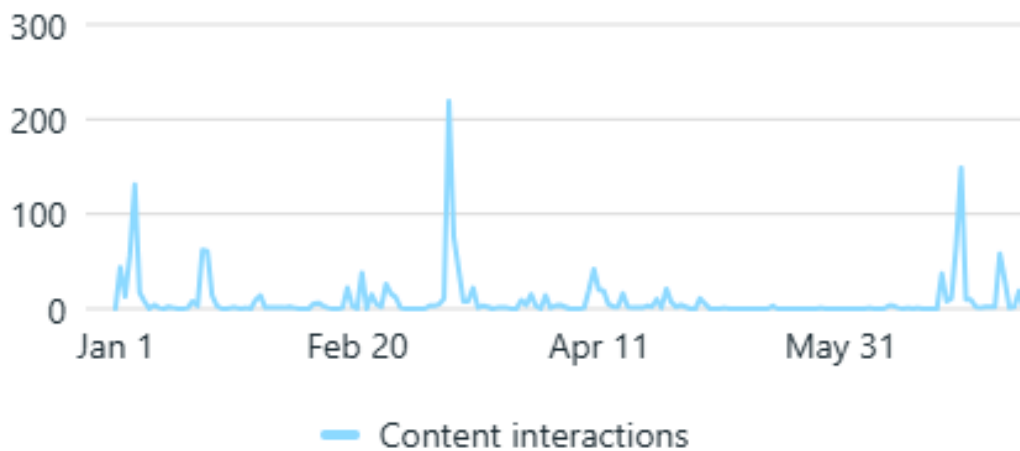
Facebook (last 28 days)

Rock River District Vision posts are performing the best on Facebook, especially one on June 24 that mentioned restaurants, cafes, and event spaces. Comments are mixed, some mentioning things like parking, costs associated with construction, and concern over existing businesses. There are a lot of link clicks on these posts as well, meaning that users are at least opening the PDFs posted on the RDA website about this topic.

- Post Reach: 12,459
- Content interactions: 422
- Shares: 47
- Followers: 1725
- New Followers: 49
- Link Clicks: 78

Content interactions ⓘ

1,710 ↑ 39.3%



Year-to-date Activity: Facebook Content Interactions