

## Watertown Redevelopment Authority Social Media Report - August 15

| <b>Facebook</b> (last 28 days) | <b>Aug.</b> | <b>May</b> |
|--------------------------------|-------------|------------|
| Post Reach:                    | 5,239       | 1,905      |
| Post Engagement:               | 1,197       | 1,124      |
| Shares:                        | 11          | 16         |
| Followers:                     | 1,455       | 1,439      |
| New Followers:                 | 11          | 14         |
| Link Clicks                    | 85          | 81         |

### 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.

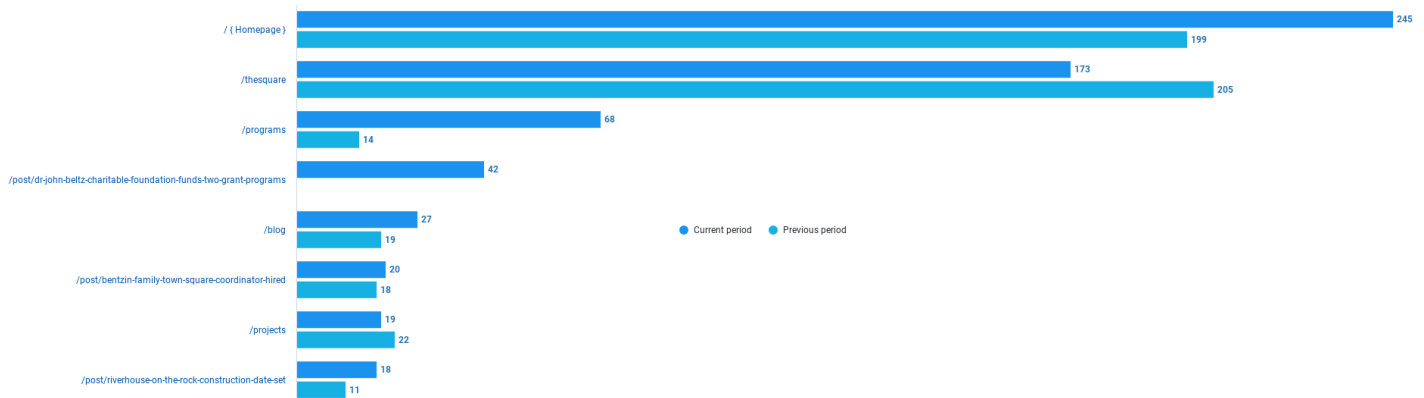
### Top Posts (Last 28 days)

|                          | Reach | Engage |                                  |       |       |
|--------------------------|-------|--------|----------------------------------|-------|-------|
| 8-10: White Oak          | 863   | 121    | 7-18: Beltz Grants               | 4,734 | 1,043 |
| 7-28: Jefferson Co.      | 122   | 7      | 7-11: Craft Beer Walk            | 446   | 12    |
| 7-24: RDA Revolving Loan | 693   | 13     | 6-15: T. Sq. Grand Open Memories | 188   | 21    |
|                          |       |        | 6-14: Rev. Loan Program Opens    | 463   | 73    |

### Website (Last 30 days - July 17- August 15)

|   | August    | May       | April  |
|---|-----------|-----------|--------|
| Page Views - Site Sessions (# site page was visited/refreshed): | 422       | 524       | 469    |
| Unique Visitors (A person visited at least once):               | 345       | 415       | 413    |
| Clicks to Contact   | 4         | 2         | 1      |
| New Visitors:   | 290 (84%) | 373 (90%) | 361    |
| Returning:  | 55 (16%)  | 42 (10%)  | 52     |
| Av. Session Duration:   | 4m 26s    | 3m 38s    | 4m 25s |

### Page Visits:



### Traffic by Entry Page:

| Page                   | Visits | Navigation Flow       |
|------------------------|--------|-----------------------|
| Home Page              | 211    | The Square - 40       |
| The Square             | 124    | Programs - 30         |
| Post: Dr. Beltz Grants | 23     | Post: Dr. Beltz - 11  |
| Programs               | 20     | Post: Riverhouse - 11 |

Traffic Sources: Google 202 ↑ 3%, Facebook 90 ↓ 53%, Direct 74 ↓ 20%, Bing 19 ↑ 90%

### Site Session: Traffic over Time

