

## Watertown Redevelopment Authority Social Media Report - October 17

<b>Facebook</b> (last 28 days)	<b>Oct.</b>	<b>Sept.</b>
Post Reach:	7,675	1,251
Post Engagement:	3,017	357
Shares:	40	5
Followers:	1,349	1,333
New Followers:	18	5

### 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.

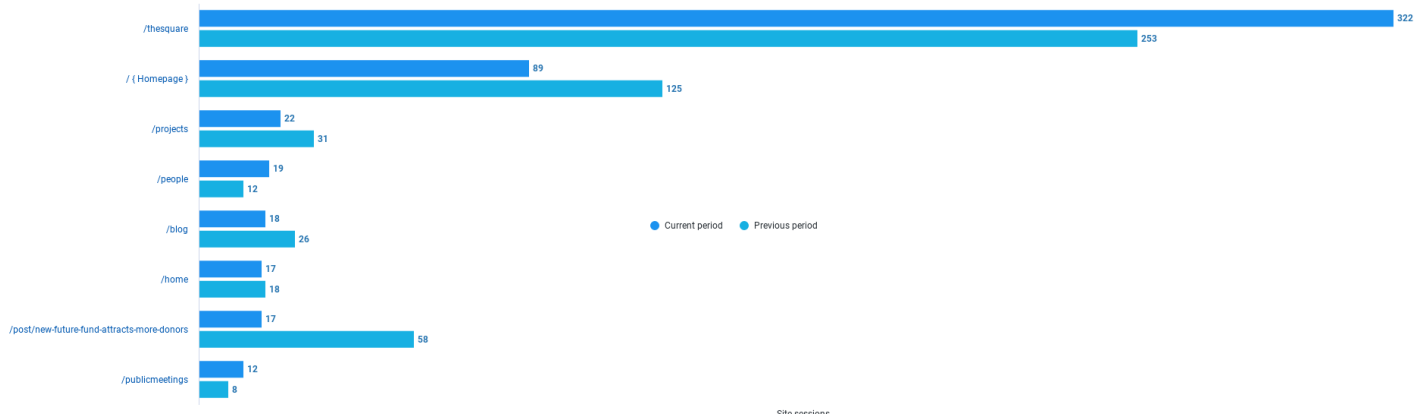
ATS = Around the Square

### Top Posts (Last 30 days)

	Reach	Engage		Reach	Engage
9-26: Supply Chain/Delay Open	6,173	2,344	10-6: Town Square - Bentzin Sign	1110	245
10-3: ATS/with Tony Meyers	2,199	354	10-16: ATS - Alex (last one)	898	247

### Website (Last 30 days - End Date September 20)

	October	September	August
Page Views (The number of times a site page was visited or refreshed):	430	408	865
Unique Visitors (A person visited at least once):	336	310	747
New Visitors:	256 (76%)	235	582 (78%)
Returning:	80 (24%)	75	165 (21%)
Av. Session Duration:	3m 21s	4m 33s	5m 0s



Most Popular Pages:	Page	Unique Visitors
	The Square	322
	Home Page	89
	Projects	22
	People	19

Traffic Sources: Facebook 219 ↑ 42%, Direct 86 ↑ 13%, Google 78 ↓ 43%, ci.watertown.wi.us 13 ↓ 7%

Site Session: Traffic over Time

