

Watertown Redevelopment Authority Social Media Report - December 20

Facebook (last 28 days)	Dec.	Nov.
Post Reach:	909	1,487
Post Engagement:	240	722
Shares:	5	8
Followers:	1,363	1,355
New Followers:	6	9
Link Clicks	71	

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 28 days)

12-8: "Street Open"
12-1: Meet Mason Becker

Reach Engage

661	146
292	40

11-4: ATS: Dave Zimmermann
10-26: ATS w/Tony Meyers

Reach Engage

766	122
1,258	603

Website (Last 30 days - End Date December 20)

Page Views - Site Sessions (# site page was visited/refreshed):

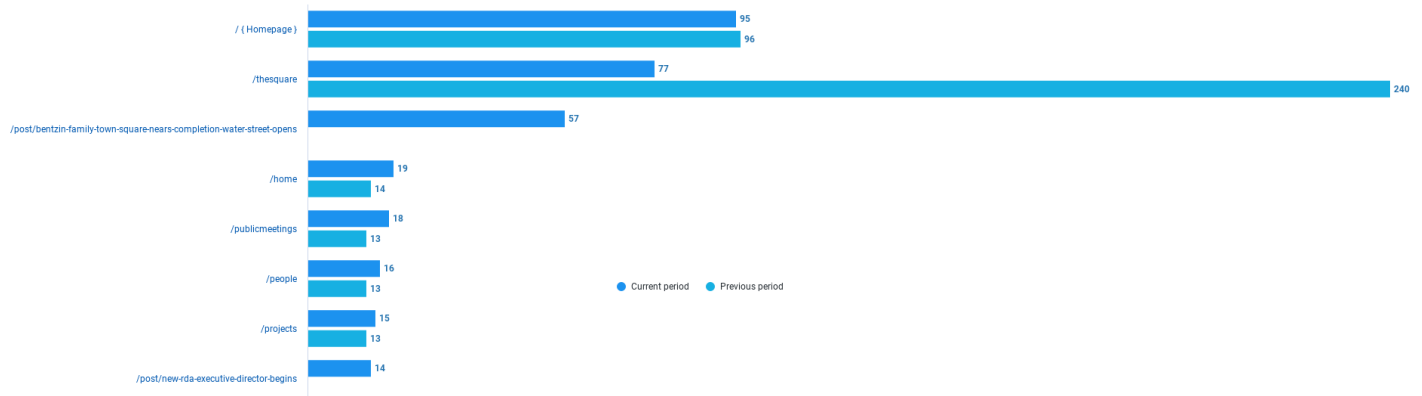
Unique Visitors (A person visited at least once):

New Visitors:

Returning:

Av. Session Duration:

December	November	October
236	338	430
162	263	336
126 (78%)	194 (74%)	256 (76%)
36 (22%)	69 (26%)	80 (24%)
8m	4m 5s	3m 21s



Most Popular Pages: Page Unique Visitors

Home Page	95
The Square	77
Post: Square Nears Completion	57
Home	19

Traffic Sources: Facebook 71 ↓ 54%, Google 67 ↓ 7%, Direct 56 ↓ 20%, ci.watertown.wi.us 25 ↑ 178%

Site Session: Traffic over Time

