

Watertown Redevelopment Authority Social Media Report - November 15

Facebook (last 28 days)	Nov.	Oct.
Post Reach:	1,487	7,675
Post Engagement:	722	3,017
Shares:	8	40
Followers:	1,355	1,349
New Followers:	9	18

Definitions:

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

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

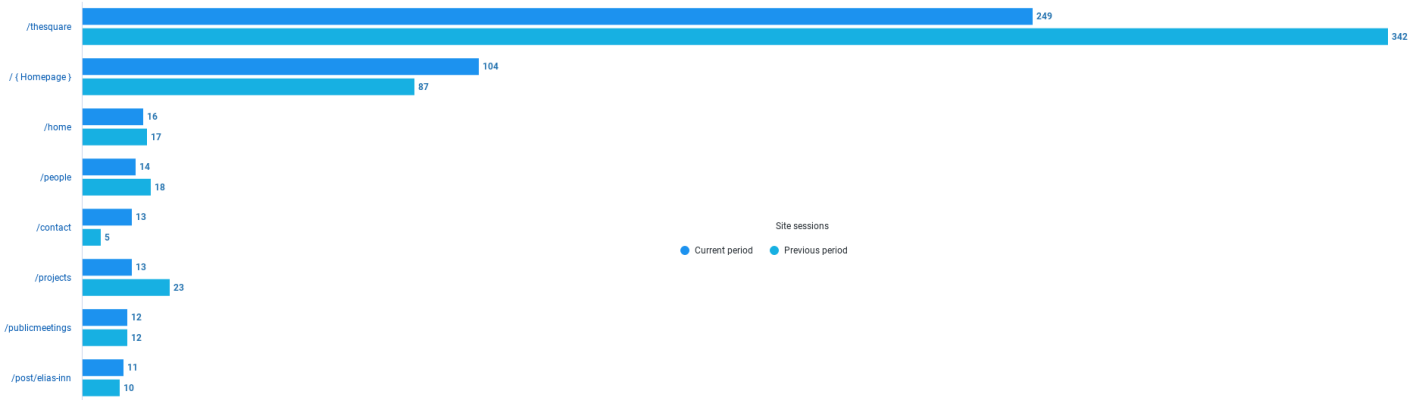
Followers: People who click "follow" to receive posts in their News Feed.

ATS = Around the Square

Top Posts (Last 30 days)	<u>Reach</u>	<u>Engage</u>		<u>Reach</u>	<u>Engage</u>
11-4: ATS w/Dave Zimmermann	744	121	10-6: Town Square - Bentzin Sign	1,133	248
10-26: ATS w/Tony Meyers	1,145	588	10-3: ATS w/Tony Meyers	2,228	355

Website (Last 30 days - End Date November 15)

	November	October	September
Page Views (The number of times a site page was visited or refreshed):	338	430	408
Unique Visitors (A person visited at least once):	263	336	310
New Visitors:	194 (74%)	256 (76%)	235
Returning:	69 (26%)	80 (24%)	75
Av. Session Duration:	4m 5s	3m 21s	4m 33s



Most Popular Pages:	Page	Unique Visitors
	The Square	249
	Home Page + /home	120
	People	14
	Contact	13

Traffic Sources: Facebook 155 ↓ 35%, Google 83 ↑ 8%, Direct 72 ↓ 16%, ci.watertown.wi.us 9 ↓ 31%

Site Session: Traffic over Time

