

Top Social Media Report

All summer long our pools and press events tended to perform well on social media, ending up in our top posts roundups frequently. Since this month marked the beginning of the seasonal transition in the department, the content that performed well also started to shift in comparison to previous months. Our "Respect Philly's Parks flyer, green Boathouse Row lights for the Eagles, and the Google Trekker announcement were the top performing posts.

Top Facebook Post:

For Labor Day weekend we shared our "Respect Philly's Parks" flyer with information on activities that are not allowed at parks and recreation sites. The post reached more than 5,500 individuals, received more than 20 shares, and close to 30 likes. In addition to the likes and shares, we received comments with questions about these prohibited activities at various facilities and how these actions can be reported.



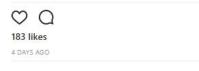


Top Instagram Post:

The top Instagram post this month was a photo of the green-colored Boathouse Row lights for the start of the Eagles season. Because Philly has such a large and loyal sports following, the post performed well, receiving more than 2,000 impressions and 183 likes.







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Top Twitter Post:

Last year two Parks & Rec employees set out to document hundreds of miles of our trails, historic landmarks, parks, and more with Google Trekker. Philadelphia became the first major city to partner with Google in this manner. At the end of August, we announced that the content captured last year was now available to view through the Google Street View feature. That announcement was well-received on social media, receiving close to 40,000 impressions. On Twitter it was shared 9 times and received 46 likes.



