



PHILADELPHIA PARKS & RECREATION

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.

RESPECT PHILLY'S PARKS
DOs AND DON'Ts FOR PARK USERS

Everyone is welcome to enjoy Philly's parks. Philadelphia Parks & Recreation and the Philadelphia Police Department enforce the following rules to keep these spaces clean and safe for park users and neighbors.

NOT ALLOWED:

- UNAUTHORIZED AMPLIFIED SOUND (INCLUDING DJ MUSIC)
- UNAUTHORIZED INFLATABLE BOUNCE HOUSES (OR AMUSEMENTS)
- PARKING OR DRIVING ON THE GRASS
- SMOKING
- OFF-LEASH DOGS
- ATVS
- UNAUTHORIZED VENDING
- PUBLIC URINATION

PHILADELPHIA PARKS & RECREATION

Philadelphia Police

Philadelphia Parks and Recreation
Published by Moria Miller (7)
Like This Page · September 4 ·

Will you be picnicking in the park for Labor Day? Remember to respect the rules. Read more about park dos and don'ts, enforced with the help of Philadelphia Police Department:
<http://ow.ly/7Ggx30d98CR>

Tag Photo · Add Location · Edit

5,660 people reached **Boost Post**

Like · Comment · Share

27 likes · 21 Shares · 4 Comments

Pam Ramos So whom is enforcing these things? Residents & Friends of Hunting Park are feed up with the abuse & the neglect at our park!
Like · Reply · Message · 4 · September 4 at 11:04am

Philadelphia Parks and Recreation We're working with the Philadelphia Police Department to enforce these rules. We encourage you to contact your local police district to report unauthorized activities at Parks & Rec facilities.
Like · Reply · Commented on by Moria Miller (7) · September 5 at 11:21am

Kevin M Boland ATVs are an issue at PennyPack park.
Like · Reply · Message · 1 · September 4 at 1:54pm

Philadelphia Parks and Recreation Hi Kevin, if you notice ATVs in the park, you can report the activity to the Philadelphia Police Department's tip line: 215-686-TIPS.

Write a comment...



PHILADELPHIA PARKS & RECREATION

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.





PHILADELPHIA PARKS & RECREATION

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.



Philly Parks & Rec 
@PhilaParkandRec

In 2016 we documented hundreds of miles of trails, landmarks, and more with [@Google](#) Trekker. See it for yourself!
[ow.ly/KKBT30eMXnO](https://www.youtube.com/watch?v=KKBT30eMXnO)



2:45 PM - 30 Aug 2017

9 Retweets 46 Likes



9



46

