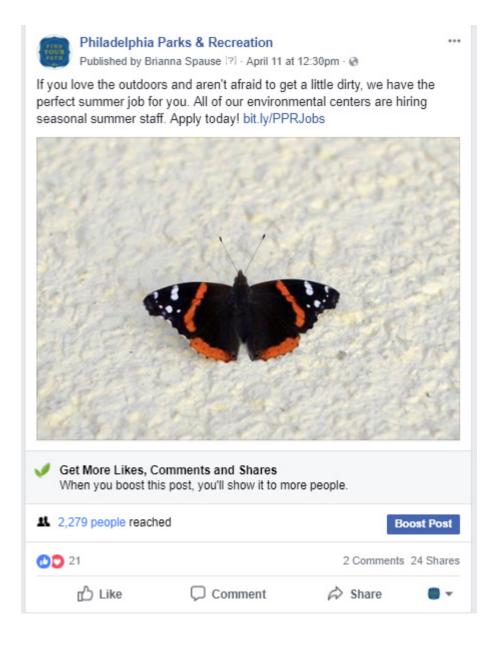
Top Social Media Report: April 2018

The busy season is upon us, and we are very excited to share all the new events and programs at our parks and playgrounds, and engage with our audiences online.

From summer jobs, celebrity sightings, and park makeovers, April was a busy month for social media!

Top Facebook Post

The approach of summer means lots of seasonal job postings, and our Facebook audience is loving it. Our post about environmental education centers hiring summer staff was our top performing post of the month, reaching 2,279 people and receiving 23 reactions and 24 shares.



Top Social Media Report: April 2018

Top Tweet

Yo! Our most popular Twitter post this month was a photo of the one-and-only Sly Stallone posing with Commissioner Kathryn Ott Lovell at the Rocky statue. The post received 14,300 impressions, 23 retweets, 166 likes, and two comments.



Good morning from the city of champions! Here's a photo of park champion and Parks & Recreation Commissioner, Kathryn Ott Lovell with our beloved Sly Stallone at the Rocky Statue from last week.





Top Social Media Report: April 2018

Top Instagram Post

We knew FDR Park was a city favorite, so we weren't surprised that our Instagram post about renovations to the South Philadelphia park under a new master plan dominated our account this month. We shared the Fairmount Park Conservancy's post about <u>FDR Park</u>, which then became our most popular post on Instagram this month with 4,253 impressions and 201 likes.



