


## 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.






**Philadelphia Parks & Recreation**  
Published by Brianna Spause [?] · April 11 at 12:30pm · 🌐





If you love the outdoors and aren't afraid to get a little dirty, we have the perfect summer job for you. All of our environmental centers are hiring seasonal summer staff. Apply today! [bit.ly/PPRJobs](http://bit.ly/PPRJobs)



 **Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

 **2,279 people** reached **Boost Post**

  **21** 2 Comments 24 Shares

 Like  Comment  Share 

## 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.

 **Philly Parks & Rec**   
@PhilaParkandRec

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.



9:28 AM - 9 Apr 2018

23 Retweets 166 Likes 

 2  23  166 

 Add another Tweet

 **Small Biz Philly** @SmallBizPhilly · Apr 9  
Replying to @PhilaParkandRec  
Thanks for reppin Sly!  
   1 

 **P\_Russ** @pruss34 · Apr 9  
Replying to @PhilaParkandRec  
It maybe a sign that 2018 is the year for Philadelphia sports  
   3 

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## 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 [FDR Park](#), which then became our most popular post on Instagram this month with 4,253 impressions and 201 likes.



myphillypark

philaparkandrec  
Friends of FDR Park

philaparkandrec A makeover for FDR Park is in the works!  
Repost @myphillypark  
FDR Park, the 348-acre urban oasis in South Philly is getting a new master plan! The goal is to restore and revitalize the park and create a shared vision for its future. Learn about the project and sign up for updates in the link in our profile.

kridr23 @surfbanker ×  
being\_tahnisha Yay!! Bring the pool back..I love the bike and boat rentals ×  
juliemcwilliams5 Yes!!!! ×  
juliemcwilliams5 @itsjustkevindowd @tdelphia ×  
leahylearning I was just there last weekend for the first time - it's a hidden gem! ×

201 likes  
MARCH 19

Add a comment... ×