

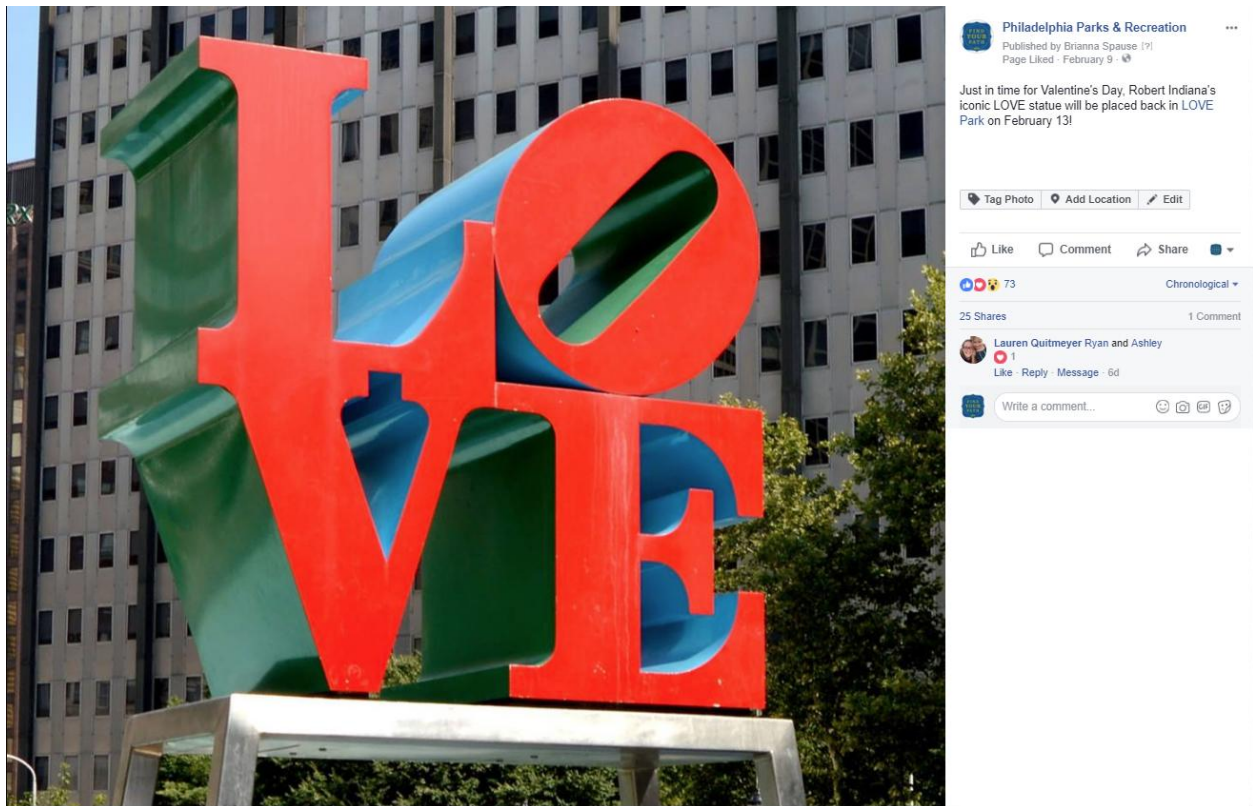


PHILADELPHIA PARKS & RECREATION

February Top Social Media Report

As spring approaches, the amount of content we have to share just keeps growing! From the triumphant Eagles Super Bowl win, to the return of the LOVE statue and promise of innovative park projects coming up this year, check out our top social media report for February!

Top Facebook Post



Unsurprisingly, our top performing Facebook post this month was an announcement that the iconic LOVE sculpture would be returning to LOVE Park. The post received 181 likes and reactions, 27 shares, and 20 comments where users were tagging their friends, expressing their excitement, and suggesting plans to visit the park.

Top Tweet



Philly Parks & Rec 
@PhilaParkandRec

Boathouse Row is lit for the @Eagles this weekend as they head to #SuperBowlLII to take on the Patriots.    #FlyPhillyFly #FlyEaglesFly 



2:30 PM - 2 Feb 2018

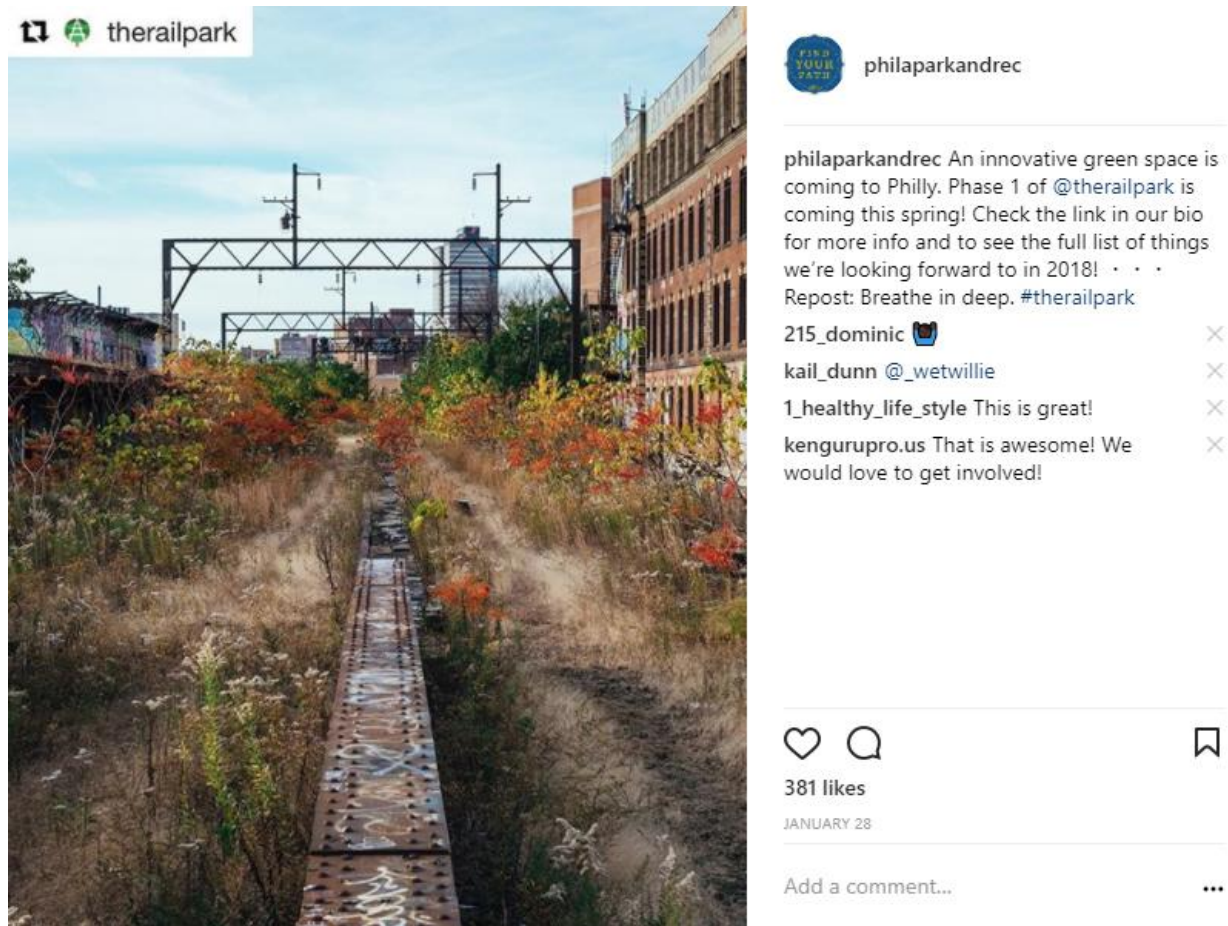
113 Retweets 351 Likes



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Boathouse Row lights continue to reign supreme with our Twitter audience! Our top tweet this month was a post about the houses being green to support the Eagles as they took on the Patriots in the Super Bowl. The post received 351 likes, 113 shares, and 8 comments. All together, the tweet earned 37,300 impressions.

Top Instagram Post



Our top Instagram post of the month was part of a promotional series for our “Things We Are Looking Forward to in 2018” blog post. This repost from The Rail Park got our audience excited about the new, innovative green space coming to Philly this year. The post received 381 likes and 5,045 impressions, landing it the top spot for our most popular posts in the past 12 months!