



# PHILADELPHIA PARKS & RECREATION

## Top Social Media Posts

This month's top social media posts included lifeguard screenings, the Mummers Parade, and Boathouse Row lights in memoriam of a fallen firefighter. The Boathouse Row tweet turned out to be our most popular tweet of all time!

### Top Facebook Post

Our audience loves pool season, and doesn't wait until the summer months to start getting excited. We have begun our social media promotional campaign for lifeguard recruitment, and were happy to see the first post of this series perform so well. The Facebook post containing information about lifeguard screenings reached 61,000 people and received 55 shares, 12 likes, and 1 comment.



#### Philadelphia Parks & Recreation



Posted by Moria Miller

January 2 at 12:28 PM · 🌐

It's never too early-- or too cold-- to start dreaming about the summer. We're hiring 400 lifeguards this year! Start the screening process now.



#### City of Philadelphia: How to Become a Lifeguard

Official site of the City of Philadelphia, includes informa...  
phila.gov

👍 12 1 Comment 55 Shares





# PHILADELPHIA PARKS & RECREATION

## Top Instagram Post:

To kick off the New Year, we shared an album of our most colorful photos from the 118<sup>th</sup> annual Mummers Parade on Instagram. We chose to focus our coverage on the String Band performances that took place at the A Stand outside of City Hall. The post was seen 3,747 times and received 161 likes.



philaparkandrec



[View Insights](#)

[Promote](#)



161 likes

philaparkandrec Happy New Year! Thank you to everyone who braved the cold to celebrate with us today at the [#MummersParade](#)

JANUARY 1



# PHILADELPHIA PARKS & RECREATION

## Top Twitter Post:

In January, we broke a new record with our top tweet in the history of our Twitter account. We shared a photo of the Boathouse Row lights turned red in honor of Lt. Matthew LeTourneau, who died while battling a fire in North Philadelphia on January 6. The tweet earned 67,900 impressions, 672 likes, 5 replies, and was shared 226 times. Typically, our audience enjoys photos of the Boathouse Row lights, but this special circumstance to honor the Philadelphia Fire Department's loss elevated our content to a new level.

---

We're honoring Lt. Matthew  
LeTourneau and showing our support  
for [@PhillyFireDept](#) at Boathouse Row  
tonight. [#RedLightsforMatt](#)



1/11/18, 4:30 PM

---

 View Tweet activity

---

226 Retweets 672 Likes