



PHILADELPHIA PARKS & RECREATION

Top Social Media Report

This month we shared a lot of engaging content on our social media platforms. With pool opening date announcements, movie nights, summer concerts and more, there was plenty of shareable content that our followers loved. Throughout the month we covered LOVE Your Park Week, the Fairmount Park historic houses scavenger hunt, a skateboard competition, playground improvements and plenty more!

Top Facebook Post:

The pool opening dates did especially well on Facebook, reaching more than 30,000 people! With the weather getting warmer, the community is getting excited to cool off in their neighborhood pool. This post was shared over 250 times and received 47 likes.

**Philadelphia Parks and Recreation**

Like Page

Published by Moria Miller (?) · June 14 at 10:33am ·

When is your neighborhood pool opening for the summer? Find out on our schedule of pool opening dates!



Philly Public Pool Opening Dates

Our 70+ indoor and outdoor pools are opening for the summer season! The dates of each pool opening are below. Please check in with your neighborhood pool for days and times of open swim, family swim...

PHILAPARKANDREC.TUMBLR.COM

33,493 people reached

Boost Post

Like Comment Share

T.K. Ritch, Aurelia Lee and 44 others

Chronological

256 shares8 Comments



PHILADELPHIA PARKS & RECREATION

Top Instagram Post:

This month we welcomed Big Bling to Philadelphia. The 40 foot sculpture by Martin Puryear is a temporary installation, located on Kelly Drive north of Girard Avenue. This post from the dedication event received over 200 likes. Since the sculpture is a temporary installation, the community is especially excited to see it for the short time it will be calling Philadelphia home.



philaparkandrec
Kelly Drive, Fairmount Park

philaparkandrec Welcome to town, #BigBlingPhilly! This 40' work is artist #MartinPuryear's largest temporary outdoor sculpture yet. Spot it on Kelly Drive just north of Girard Ave, now through November, thanks to @assocpublicart.

inflexigirl Whoa the Zoo Balloon looks like it's being blown away!!! ✕

toastedpoconut @evankulyn 😊✕

amyjani @inflexigirl that was my first thought😊✕

krunchflower This is near my house and I think of you when I drive past it! @poldzw✕

veggie.bouquet.organic.passion ☐☐☐☐✕
☐☐

_wetwillie @kail_dunn ✕

sculptured ♥♥♥ ✕



241 likes

JUNE 8

Add a comment...





PHILADELPHIA PARKS & RECREATION

Top Twitter Post:

For two weeks in June, the Rocky statue outside of the Art Museum was closed to the public due to improvements happening in the surrounding area. When we announced that Rocky was once again open to the public, the post received high engagement, reaching more than 16,000 people and receiving 36 retweets and 87 likes.



Philly Parks & Rec
@PhilaParkandRec

Rocky is back in business! The statue at [@philamuseum](#) reopened today.



Retweets
36

Likes
87



2:01 PM - 14 Jun 2017



4



36



87

