



PHILADELPHIA PARKS & RECREATION


Top Social Media Report: September 2018

September has been a busy month for Philadelphia Parks & Recreation. As summer programming winds down, a new season of events, activities, and initiatives are beginning to take its place. Our top social media posts have been unique to each individual platform as promotion and awareness has begun to shift gears. From wildlife to job opportunities and special programs, our followers have been exposed to a range of information about the department.

Top Facebook Post

The top-performing Facebook post thus far in September highlighted a wildlife blog about turtles living in Philly waterways. The photo we used was authentic and allowed our followers to get a good look at a red-eared slider. As stated in the blog post, many people do not know that these reptiles shouldn't be kept as pets. And if they are captured, they should never be released back into the wild. The informative post earned over 13,000 impressions, was shared 4 times, and the article was clicked 108 times.


Post Details

**Philadelphia Parks & Recreation**

Published by Moria Miller [?] · September 1 at 1:00 PM ·

Like Page

Have you seen any turtles sunbathing on rocks in Philly waterways? More than likely, these little guys are red-eared sliders. These non-native reptiles may seem like a great pet, but don't even think about taking them home. And if you already have, there's no turning back! Odds are, a dumped turtle won't survive. Read on to learn more: <http://ow.ly/1HCs30lCyQL>



Dave Fitzpatrick
PARS - www.paherpsurvey.org

Get More Likes, Comments and Shares

Boost this post for \$10 to reach up to 3,900 people.

1,311 people reached

Boost Post

Schuykill Banks, S Renee Nagel and 9 others

1 Comment 4 Shares

Like

Comment

Share

Performance for Your Post

1,311 People Reached

16 Reactions, Comments & Shares

| | | |
|------------|-----------|-------------|
| 9 Like | 9 On Post | 0 On Shares |
| 2 Sad | 2 On Post | 0 On Shares |
| 1 Comments | 1 On Post | 0 On Shares |
| 4 Shares | 4 On Post | 0 On Shares |

108 Post Clicks

| | | |
|----------------|----------------|-----------------|
| 10 Photo Views | 31 Link Clicks | 67 Other Clicks |
|----------------|----------------|-----------------|

NEGATIVE FEEDBACK

1 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Reported stats may be delayed from what appears on posts



PHILADELPHIA PARKS & RECREATION

Top Instagram Post

Job posts tend to perform very well on all our social media accounts. Our top-performing Instagram post promoted an opportunity for local artists to design an art installation for FDR Park. Although this job is not long-term, people still seemed interested. Our caption was informative and straightforward; we included stipend information, submission details, and a call to action that led people to our bio. The post received 174 likes, 4,718 impressions, and 202 engagements.





PHILADELPHIA PARKS & RECREATION

Top Twitter Post

Murals on the Move is a fun and educational program we provide to our rec center after-school programs. Introduced this past spring, it is now entering its first fall season. Our top-performing Twitter post announced the program's return with a popular photo of the "Mural Mobile." It earned 11,120 impressions, 142 engagements, and 49 likes.



Philly Parks & Rec 

@PhilaParkandRec

Murals on the Move is back! The program will travel to rec centers, providing art lessons & creative activities to kids in our after-school programs. For more info on this partnered program with [@muralarts](#) & [@knightfdn](#), visit [ow.ly/U7yd30lGat4](#)



8:45 AM - 5 Sep 2018

18 Retweets 49 Likes



2

18

49

