



PHILADELPHIA PARKS & RECREATION

Top Social Media Report

This month was a fun one on our social media platforms! We had our most popular tweet ever, in addition to sharing fun content like the Fall Decorations Contest and the Philadelphia Marathon. Our seasonal transition on social media has brought plenty of fall colors and fun activities to our ever-growing audience!

Top Facebook Post:

Every fall, we share the Decorations Contest with the best decorated facilities in each of the districts. This year's announcement of the contest was the best performing post of the month. The post was shared 27 times, and cumulatively, the photos in the album received more than 200 likes! This seasonal contest is always popular, bringing friendly competition to our facilities around the city.

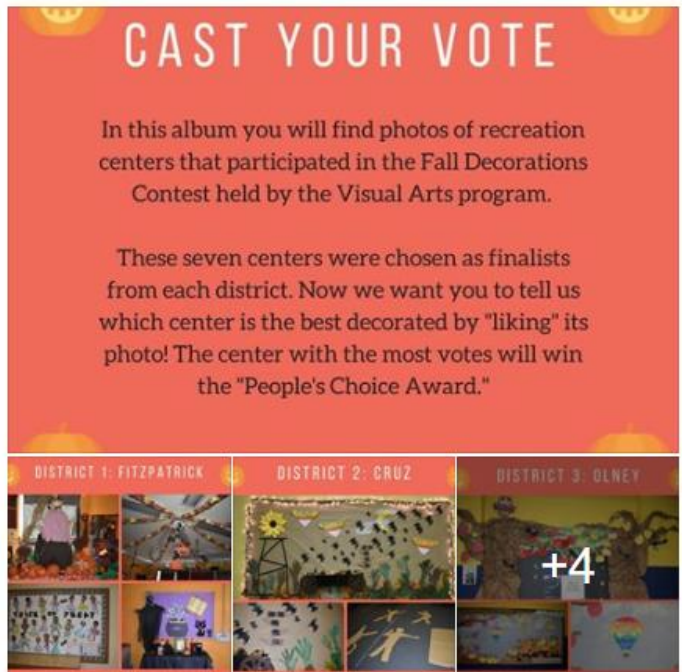


Philadelphia Parks & Recreation added 7 new photos — with Athletic Recreation Center and 2 others.



Published by Moria Miller [?] · October 23 at 11:12am · 🌐

It's time for our annual Fall Decorations Contest from Visual Arts at Philadelphia Parks and Recreation! "Like" the photo with the best fall decorations, and the recreation center with the most likes will win the "People's Choice Award!" Don't forget to share the photo or album so your friends and family can vote too! Voting will end on Friday, 10/27 at 12 pm.



5,284 people reached

Boost Post

👍 Like 💬 Comment ➦ Share



👤 Keith Bryant Macintyre, Elizabeth Paredes and 5 others

Chronological ▾

27 Shares

2 Comments



PHILADELPHIA PARKS & RECREATION

Top Instagram Post:

The Philadelphia Marathon is always a big draw in the city, bringing out thousands of runners and spectators. On Sunday, November 20, we posted a recap album on Instagram with photos from marathon day. The post performed very well, receiving close to 200 likes and more than 3,000 impressions. The photos we shared included excited runners finishing the race, spectators cheering on the runners, and more scenes from the day.





PHILADELPHIA PARKS & RECREATION

Top Twitter Post:

This is our most popular post ever on Twitter! For the beginning of the Sixers' basketball season, we shared that the Boathouse Row lights would be blue in celebration of the opener. The post was then shared by the Sixers, expanding our audience to millions of individuals! This tweet alone received more than 55,000 impressions, 108 shares, and 335 likes!



Philly Parks & Rec ✓

@PhilaParkandRec

Boathouse Row lights will be blue tonight for the beginning of basketball season for the

@sixers! 🏀 #HereTheyCome 🌐



12:10 PM - 20 Oct 2017

108 Retweets 335 Likes



3



108



335

