



PHILADELPHIA PARKS & RECREATION

Top Social Media Report

This month our social media followers were particularly engaged with some of the spring programming and events starting to happen around the city. We covered events including the opening of Bartram's Mile, FDR Fest, the Philly Spring Cleanup and more! Our FarmPhilly Week programming, spotlighting the Urban Agriculture efforts at Parks and Recreation, also did well on our social media accounts. Below is an overview of the top social media posts in the last month.

The week of April 17 through 21 we celebrated FarmPhilly Week, highlighting the great Urban Agriculture programming Parks and Recreation is offering around the city. To kickoff the week, we did a [Facebook](#) live tour of the Fairmount Park Horticulture Center's community propagation area. FarmPhilly Propagation Specialist, Arielle Narva, led the tour. The live video reached more than 3,000 individuals, had over 1,000 views and engaged more than 30 individuals with likes and comments.





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Our [Twitter](#) followers were particularly engaged with our Earth Day coverage of the grand opening of Bartram's Mile on April 22. This new mile-long trail and greenway gives southwest Philadelphia residents the opportunity to access the Schuylkill riverfront with this new public space. The grand opening event featured fun activities, including bike riding, horses and more fun, which we showcased on our social media accounts. This tweet, which was one of our most engaged this month, showcased the public space and some of the activities that occurred at the ribbon cutting event. The post was shared by 10 people, liked by 33 and reached 2,000 people.



Philly Parks & Rec

@PhilaParkandRec

A little rain couldn't stop the [#EarthDay](#) fun at Bartram's Mile! We're so proud to unveil this new trail and greenway.



RETWEETS

10

LIKES

33



2:30 PM - 22 Apr 2017

Bartram's Garden, Civic Commons PHL, Knight Foundation and 6 others



1



10



33





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This month our [Instagram](#) followers were particularly engaged with an aerial image we shared of Wharton Square at 23rd and Wharton Streets. The photographer who captured this beautiful view of the park tagged us in their photo on the social media platform. We decided to repost their image on our social media account and our followers loved it! This image has been particularly engaging with more than 140 likes, two comments and over 1,500 impressions.

