



PHILADELPHIA PARKS & RECREATION

Top Social Media Report: July 10 to August 10

Over the last month, PPR's social media followers have been interested in a range of different subjects, including the released street tree inventory, posts about opening night at The Oval, profiles of remaining PPR Superheroes for National Park and Recreation Month, and photos of summer camp trips, the Day of Play at Dilworth Park, Billie Jean King's visit to FDR Park during a cleanup day, and the new improvements of Wister Playground. We continue to promote our lists of park and playground events, like movie nights and concerts, which have consistently done well. At the end of July, we hit 5,000 followers on Facebook, while Instagram is on track to hit 5,000 this month.

- Our [Facebook](#) followers always love to see job opportunities available at PPR. When we announced the Recreation Leader Trainee exam, we received a positive response in terms of likes, shares and comments that tagged other people. On this singular Facebook post, over 100 people clicked on the link to learn more or apply for the position.

**Philadelphia Parks and Recreation**
Published by Amanda Conlan · July 30 at 1:05pm ·

Love working with kids? Join the Philadelphia Parks & Recreation team as a Recreation Leader Trainee at one of our recreation centers! Applications to take the exam will be accepted until August 5.



Apply to take the Recreation Leader Trainee exam by August 5, 2016.

This is entry-level recreation work. Employees in this class learn to administer a limited program of activities for the public and provide recreational services and...

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3,757 people reached [Boost Post](#)

Like Comment Share

Daniel Adair, Maureen Maier and 4 others [Chronological](#)

43 shares

[View 2 more comments](#)

Anne Wieland Jason Wieland

- On [Twitter](#), this month's most popular tweet was about the special DNC deals at The Oval. The list included extended hours, beer garden specials, and special political-themed events. The tweet gained over 10,000 impressions and almost 300 engagements, a huge increase from last month's top tweet. Typically, The Oval attracts a lot of attention on social media, proving that this is one of Philly's favorite parks!



Philly Parks & Rec
@PhilaParkandRec

Psst... @TheOvalPHL is joining in the
#DNCDeals fun!
philaparkandrec.tumblr.com/post/147801555 ...



RETWEETS

13

LIKES

27



12:11 PM - 22 Jul 2016

📍 Fairmount Park, Philadelphia 2016, Johnny Goodtimes and Yards Brewing Co.



13



27



- Our most popular photo on [Instagram](#) was captured at Pleasant Hill Park's movie screening of Aladdin. Twice a week, the PPR Stewardship team ventures out to a new park or playground to provide a movie screen and entertainment for the night. Each movie night begins with music, games, and refreshments that benefit the Park Friends Network. This snapshot was captured by Stewardship team member Meghan Geiser, to show the great turnout before the movie began.



philaparkandrec
Pleasant Hill Park

109 likes

3w

philaparkandrec It's almost showtime at Pleasant Hill Park! #moviesinthepark #philly #pleasanthillpark

megatrOn12 Wow! Beautiful picture



trapstx Looking good!



Add a comment...

