



PHILADELPHIA PARKS & RECREATION

Top Social Media Report

As we dive into the summer, many of our programs and amenities have been making a huge splash. The beginning of pool season, the launch of Parks on Tap and the highly-anticipated return of The Oval have captivated our followers. We've seen more growth and engagement on all of our accounts, showing that summer is prime time to utilize and enjoy our parks and playgrounds. People continue to peruse our lists of movie nights, concerts, fitness programs and other happenings. Our coordinators and partners have been planning tons of fun events, like nature walks, tours and more, enticing our followers to come out and enjoy our parks and facilities. Additionally, we've been highlighting a PPR superhero every week for National Park and Recreation Month, which has attracted a lot of attention from our appreciative followers.

- This July, we kicked off NRPA's Park and Recreation Month with a series of interviews acknowledging some PPR Superheroes who have gone above and beyond in improving programs, maintaining the city's green spaces and ensuring our department runs smoothly. The work done by these superheroes makes PPR a vital resource for the city of Philadelphia. Our first interview showcased our Aquatics Coordinator, Lisa Whittle. Lisa is responsible for the opening of the pools and spraygrounds for the summer season, which thousands of Philadelphians use every day. On [Facebook](#), her interview gained almost 170 reactions, including likes, comments and shares. 162 people clicked on the interview to learn more. Read about all of our superheroes at philaparkandrec.tumblr.com.

Philadelphia Parks and Recreation
July 1 at 9:53am · 🌐

July is National Recreation and Park Association Park and Recreation Month! We're celebrating #SuperJuly by recognizing some Philadelphia Parks & Recreation superheroes! Join us each week as we acknowledge one hard-working and truly dedicated superhero that helps our department thrive as a vital resource for the city of Philadelphia.

A photograph of Lisa Whittle, the Aquatics and Ice Rinks Program Coordinator, standing in a swimming pool. She is wearing a blue t-shirt with a yellow superhero logo and a black and white striped skirt. A large, stylized blue starburst graphic with the word "SPLASH!" in yellow is overlaid on the image. Other people are visible in the background of the pool.

PPR Superhero: Lisa Whittle
Lisa Whittle, Aquatics and Ice Rinks Program Coordinator "Lisa is responsible for the planning and oversight of PPR's 70 outdoor pools. This involves coordinating with Skilled Trades, Operations and..."
PHILAPARKANDREC.TUMBLR.COM

👍 Like 💬 Comment ➦ Share

👍 55 Chronological ▾

4 shares 1 Comment

- On [Twitter](#), this month's most popular tweet was the list of pool opening dates. This tweet gained over 7,000 impressions and 120 engagements. We found that followers were very excited to find out when their local pool opened, because this list performed well across all PPR social media platforms. Similarly, our list of sprayground locations also performed well, proving that Philadelphians are looking for places to play and cool down this summer.



Philly Parks & Rec
@PhilaParkandRec

ICYMI: 70+ pools will open for the summer season, starting tomorrow. Find your local pool:
philaparkandrec.tumblr.com/post/145673743 ...



RETWEETS
24

LIKES
10



11:00 AM - 21 Jun 2016



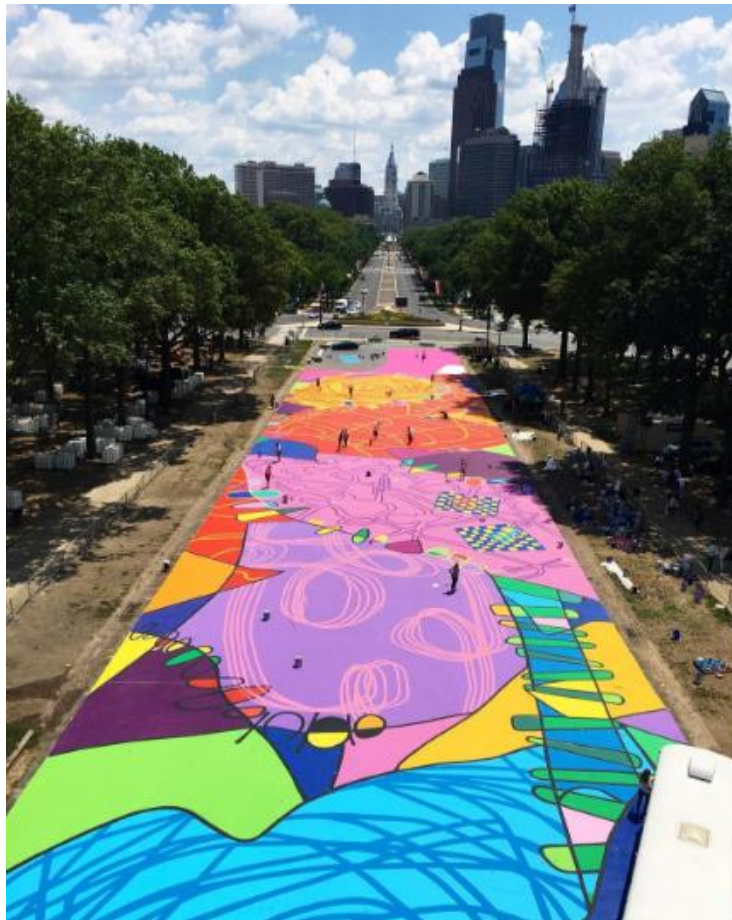
Retweet icon 24



Like icon 10



- Our most popular photo on [Instagram](#) was the snapshot of the Mural Arts team painting this year's mural at The Oval. The photo was taken from 50 feet in the air, showing the large scale of the impressive painting, while capturing the entire Parkway all the way to City Hall. This photo was used as a teaser to entice our followers to come out to The Oval on opening night later that week. It gained 210 likes.



philaparkandrec
The Oval

210 likes

6d

philaparkandrec How cool is this mural by @muralarts? It's called 'Rhythm & Hues' and it was designed by local artist, @bradcarney. We can't wait for all of you to see it up close at the opening of @theovalphl this Friday! #muralarts #theoval #myphillypark #whyilovephilly #visitphilly

- kail_dunn @sdone2 ×
- phoebesbarbq Cant wait ×
- jennamoco @bigripz ×
- cookingwithclaire Soooooo cool ×
- jeniferlee17 @morganconnell5 ×
- @casey_fagan I would like to see this! ×
- chuckseye Looks awesome ×
- nj.jessie @gangan_77 ×



Add a comment...
