




# PHILADELPHIA PARKS & RECREATION


## Top Social Media Report

During this last month, PPR's social media followers have been very interested in news about upcoming summer events and programs in our parks and playgrounds, including Parks on Tap, The Oval, farmers' markets, movie nights, concerts, and pool openings. Aside from the announcements about ongoing and upcoming summer events, a few other posts captured the attention of our followers, like our new partnership with Google to capture imagery of Philly's trails for Google Maps, a few job opportunities and a special appearance by some Philadelphia Eagles players at Ralph Brooks Park. Below is an overview of our top social media posts in the last month.

- Philadelphians were excited to learn about our new mobile beer garden program, Parks on Tap. This travelling beer garden will visit Schuylkill Banks, FDR Park, Shofuso Japanese House, and smaller neighborhood parks like Jefferson Square and Powers Park. The [Facebook](#) post reached 34,299 people and gained 420 reactions, including likes, loves, comments and shares. Over 400 people clicked on the article to read more.

**Philadelphia Parks and Recreation**  
Published by Amanda Conlan · May 24 at 11:00am ·

We are excited to announce Parks on Tap, our new mobile beer garden program, in partnership with the Fairmount Park Conservancy and Avram Hornik of FCM Hospitality! This program will offer craft beers, wine, nonalcoholic beverages, food, and additional amenities, such as restrooms, live music, games and other activities to 14 park locations this summer.





City parks to host 14 traveling beer gardens this summer


The pop-ups will sell beer, wine, soft drinks, and food. Amenities will help people better enjoy the parks.


PHILLY.COM



34,299 people reached [Boost Post](#)

 Like

 Comment

 Share



 Latiaynna Tabb, Lou Lupo and 43 others

Chronological

69 shares 3 comments

- [Twitter](#) followers loved the photos from a basketball game featuring a team comprised of Philadelphia Eagles players playing against a team of members from the Point Breeze community. The game took place at Ralph Brooks Park and was organized by Connor Barwin's Make the World Better Foundation. The tweet was viewed by over 25,000 people and gained 998 engagements, making it PPR's top tweet since joining Twitter in 2009, and the only tweet to ever gain more than 20,000 impressions.



**Philly Parks & Rec**  
@PhilaParkandRec

What a fun afternoon at MTWB Day! Thanks [@Eagles](#) & [@MTWBproject](#) for coming out to play ball at Ralph Brooks Park!



RETWEETS 15  
LIKES 48



3:23 PM - 5 Jun 2016

Connor Barwin, mtwb Foundation and Philadelphia Eagles



- The announcement about The Oval returning on July 15 captivated our [Instagram](#) audience. Philadelphians are looking forward to the events and programs that will be offered at this popular park. The Oval features free programming for people of all ages, including games, movie nights, live music, arts and crafts, performances, fitness classes, food trucks, and a beer garden. We can't wait for the return of one of the summer's most loved outdoor spaces!



philaparkandrec  
The Oval

129 likes

2w

philaparkandrec Are you ready for a summer full of movie nights, concerts, beer gardens and family activities at @theovalph? Philadelphia's favorite "Park on the Parkway" returns on July 15! #summer #theoval #phillysummer #whyilovephilly #phillygram #philadelphia #beergarden #familyfun

phillymdoevents Can't wait! ✕

gipsy0512 @brenna.in.spain we will have to take Darío! ✕

natalielyons @ragekage255 ✕

firesidecampsupply Can't wait!! ✕

thama\_v1 Home! @aangolemme ✕

♡ Add a comment...

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