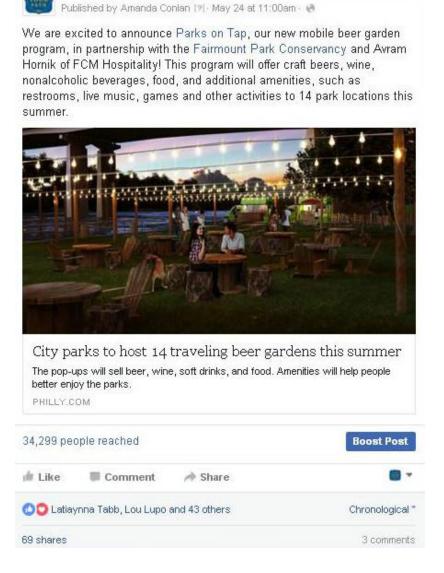


Top Social Media Report

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

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.



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



• The announcement about The Oval returning on July 15 captivated our <u>Instagram</u> 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!

