



PHILADELPHIA PARKS & RECREATION

Top Social Media Report

Last month was busy for the parks, playgrounds and recreation centers that hosted fall and Halloween activities. According to the analytics, many of PPR's social media followers across all platforms were consistently interested in learning about each of these events. Followers were also interested in job opportunities, the Senior Strut, fall foliage, the Philadelphia International Unity Cup, fall hiking guides, ice hockey clinics, the Visual Arts Fall Decorations Contest, LOVE Your Park volunteer registration and the Philly Marathon. Below is an overview of our top social media posts in the last month.

- [Facebook](#)

followers were excited to learn about a new job opportunity at PPR. We were seeking an Urban Park Ranger to patrol Philadelphia's parks, enforce rules and respond to emergencies. The post reached over 8,000 people, was shared almost a hundred times and racked up 235 link clicks to the online application.

Job Opportunity: We're seeking an Urban Park Ranger 1 who will be responsible for patrolling Philadelphia's parks and enforcing park rules and regulations, providing initial response to park medical emergencies and notifying the appropriate municipal and/or state agency of issues that warrant their attention. The application deadline is October 28. Spread the word!



Urban Park Ranger 1

This is park ranger work at the full performance level in the Department of Parks and Recreation Park Ranger Program. Employees in this class are responsible for patrolling Fairmount Park and enforcing park rules and regulations.

PHILA.PEOPLEADMIN.COM

8,154 people reached

Boost Post

Like Comment Share

Yolanda Mack, Anne Wieland and 32 others

Chronological

92 shares

7 Comments

- [Twitter](#) followers learned that Fairmount Park was declared one of five Great Public Spaces in the US by the American Planning Association. The park was celebrated as a historic and innovative place, and home to many orchards, greenhouses, playgrounds, sport facilities, hiking and biking trails, horse stables, picnic spots, lawn areas and more! With almost 12,000 impressions and 40 engagements, we learned that Philadelphians were happy to spread the word about the special award!



Philly Parks & Rec
@PhilaParkandRec

Fairmount Park was named 1 of 5 Great Public Spaces in the US by [@APA_Planning](#)! Today PPR & [@myphillypark](#) accepted our [#APAGreatPlaces](#) award



RETWEETS

8

LIKES

16



4:29 PM - 14 Oct 2016

APA-PA, Southeast, Fairmount Park and American Planning



8



16



- [Instagram](#) followers loved the video of Senior Strut participants busting a move! We kicked off the morning with line dancing, followed by a mile-long walk along Boathouse Row led by the Mummers and a health fair back at Lloyd Hall. Hundreds of seniors came out to take part in a variety of wellness activities, enjoy music by DJ Patty-Pat and even meet Eagles Hall of Famer Harold Carmichael! With 101 engagements and 1,422 impressions, it's clear that this event was fun for all!

