



PHILADELPHIA PARKS & RECREATION

Top Social Media Report

As we head into fall, PPR's social media followers have continued to show interest in many of PPR's events and activities. According to the analytics, our followers were thrilled to learn about the Boxers' Trail 5K, the relighting of Boathouse Row, Philly Free Streets, PARK(ing) Day, and the upcoming revitalization of the Welcome Center at LOVE Park. Below is an overview of our top social media posts in the last month.

- [Facebook](#) fans loved the photo album from the 5th Annual Boxers' Trail 5K. The album consists of photos of groups of participants gearing up for the 5K, runners during the race, participants crossing the finish line, and the award ceremony. After partnering with [Coach Lez](#) to host free training sessions for first-time runners, local WDAS radio personality Mimi Brown ran the race with the [Philly Powered](#) group. Reaching over 2,000 people, gaining 926 photo views, and 66 reactions, comments and shares, this album was the most engaging post over the last month.

Mansion Day — at [Boxers's Trail](#)
Published by [Moria Miller](#) · [Fri](#) · September 12 at 4:06pm · [🌐](#)

Philadelphia Parks & Recreation wants to thank all those who came out to participate in the Boxers' Trail 5K on Saturday! Despite the heat, we had our largest turnout to date, with a total of 233 participants. To view more photos from the race and from Strawberry Mansion Community Day, visit www.bit.ly/2clUR1o.

Fairmount Park Conservancy Strawberry Mansion Community Development Corporation Food Fit Philly



2,022 people reached [Boost Post](#)

[👍 Like](#) [💬 Comment](#) [➦ Share](#) [🔔](#)

[👤 You](#), [Patty Bearman](#), [Mica Root](#) and 7 others

2 shares

- [Twitter](#) followers were pumped about the first annual Philly Free Streets celebration. The long-awaited day was created due to the overwhelming amount of praise by Philadelphians when the city shut down major streets to cars during the Pope's visit in 2015. This year, almost 10 miles of car-free streets contained pop-up events and activities. The route went into Fairmount Park, where PPR staff set up a pop-up recreation center with games and activities, like disc golf, hula hoops, puzzles, scooter races and more. This photo was taken the morning of the event at one of the gateways in Fairmount Park. With over 5,300 impressions and 92 engagements, this event surely attracted a lot of Philadelphians!

At the start/end of the [#PhillyFreeStreets](#) route. Who's joining us in covering the whole thing? [#fairmountpark](#)



RETWEETS
13

LIKES
19



9:43 AM · 24 Sep 2016

Philadelphia, PA

Philly Free Streets



13



19



- With [Instagram](#) being such a visual platform, this photo of Wissahickon Valley Park decked out in the vibrant reds, oranges and yellows of fall captivated a lot of users. The post linked to a list of locations where leaf peepers can admire some of the rich fall foliage within the Philadelphia park system, including Belmont Plateau, Boxers' Trail, Schuylkill River Trail and more. With 196 engagements and over 2,000 impressions, it's clear that our followers love to get out and view the beauty of our parks in the fall season.

