





PHILADELPHIA PARKS & RECREATION



Top Social Media Report

As summer winds down, PPR's social media followers have shown interest in various subjects, including pool closing dates, summer camp recaps, Boxers' Trail registration, the extension of the Movies in the Park Program, the Philadelphia International Unity Cup and Parks on Tap events, such as Barks on Tap and the FDR Park Music Jam. Looking forward, we are preparing to switch gears and begin promoting fall events and programming. In the past month, we hit 5,000 followers on Instagram. Below is an overview of our top social media posts in the last month.


- Our [Facebook](#) followers were excited to learn that additional movie nights have been added to the Movies in the Park Program, continuing into the fall. Although the program largely took place in parks throughout the summer, some of the new dates include playgrounds and recreation centers. This post reached more than 2,700 people, about 200 of whom clicked on the schedule to learn more.

**Philadelphia Parks and Recreation**

Published by Amanda Conlan [?] · September 1 at 9:44am · 

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Due to the popularity of this summer's Movies in the Park program, the movie series will continue through the fall. Check out the additional movie night dates!




Movies in the Park Program Continues Through Fall


Pack a picnic, grab a blanket and head out to one of Philly's lovely parks to catch a flick with friends, family and neighbors. All movies begin at dusk, but be sure to arrive early for refreshments, music, entertainment, games and giveaways.



PHILAPARKANDREC.TUMBLR.COM


2,723 people reached

Boost Post

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 Share 

 Kathy Capaldi, Heather Nash and 22 others

7 shares

- On [Twitter](#), this month's most popular tweet was about the free Music Jam at FDR Park during Parks on Tap's visit over Labor Day weekend. The tweet included a flyer that listed the 13 musicians who were scheduled to perform, along with a link to a list of "5 Reasons You Need to Visit Parks on Tap at FDR Park This Labor Day Weekend." The tweet gained over 5,000 impressions and 157 engagements. Several of this month's top tweets were about the events planned in coordination with Parks on Tap, like Barks on Tap at Fairmount Water Works.

This #LaborDay weekend: FREE FDR Park Music Jam and @parksontap at @FDRpark!
philaparkandrec.tumblr.com/post/149656147

...

MUSIC JAM
FREE FESTIVAL
 SATURDAY & SUNDAY
 SEPTEMBER 3RD & 4TH
FEATURED LINEUP

SATURDAY:

- ADAM WEB ■ BERNARD SARKISSIAN ■
- RYAN TENNIS ■ GINGER COYLE ■
- ANGELA BURNS ■ ROSS BELLENOIT ■

SUNDAY:

- ALYSSA GARCIA ■ DAWN HIATT ■
- SHARON BOUSQUET ■ PIXEL8TER ■
- ANDREA NARDELLO ■ DE TIERRA CALIENTE ■

SPECIAL OPENING SET BY RECORDING ARTIST FELICIA 2 P.M. BOTH DAYS

BROAD & PATTISON • ACROSS FROM AT&T STATION

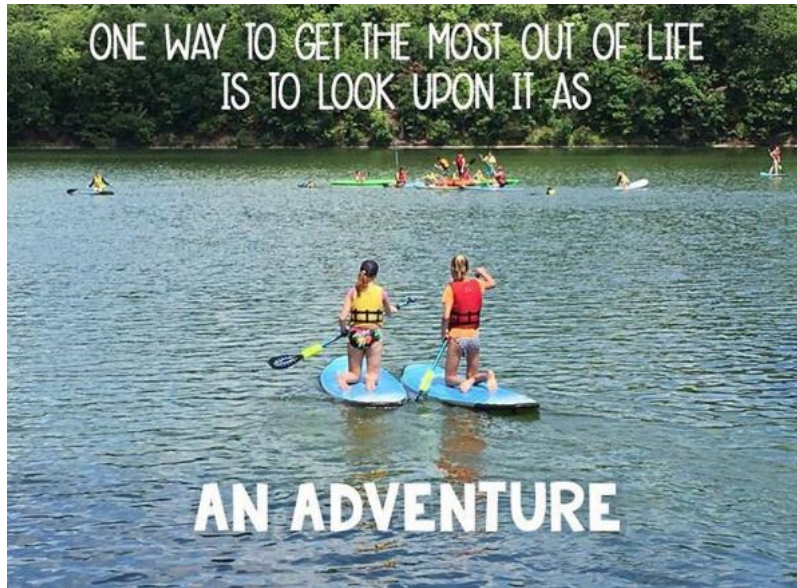
RETWEETS 5
 LIKES 4



12:16 PM - 2 Sep 2016



- Our most popular photo on [Instagram](#) was one of the weekly Motivation Monday posts. The photo consisted of two girls paddleboarding on their final adventure at Wissahickon Environmental Center's Out N About Camp with the quote, "One way to get the most out of life is to look upon it as an adventure."



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82 likes

3w

philaparkandrec "One way to get the most out of life is to look upon it as an adventure." - William Feather (Photo: Wissahickon Environmental Center's Out N About Camp) #motivationmonday #paddleboarding #adventure #getoutside #philadelphia #summercamp #findyourpath



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