



PHILADELPHIA PARKS & RECREATION

Top Social Media Report

This month, we've captivated our audience with a lot of exciting news! Followers were very interested in the announcement of the Broad Street Run lottery, the Love Park redesign and groundbreaking, information about special opportunities with our partners, and of course, the welcoming of our new commissioner, Kathryn Ott Lovell! With a delay in winter weather this year, our followers were also excited to see winter-related posts, especially during the first major snowfall of the season. The following posts grabbed the most attention across our platforms over the last month.

- Our [Facebook](#) followers felt very nostalgic when we posted the throwback photo of Scanlon Rec Center in 1969. The comment section was flooded with childhood memories of the center. The photo reached 23,195 people and was liked 1,235 times and shared 176 times!

Eager skaters lace up before hitting the ice at [Scanlon Recreation Center Ice Rink](#) in 1969. History buffs take note: this shot was taken before the roof was added to the rink! [#findyourpath](#) [#throwbackthursday](#) [#fairmountarchives](#)



23,195 people reached

- [Twitter](#) followers were highly interested in TreePhilly's Community Tree Giveaway grant. The tweet linked to the application for small businesses and community groups to win grants to host yard tree giveaways this spring. By sharing this information, over 4,300 people were informed about the giveaway!



- [Instagram](#) users loved seeing sledders bundled up and hitting the hills at the bowl in Clark Park during the first morning of Winter Storm Jonas. With almost 100 Likes, we can see that our followers really love this well-known sledding spot!

