



# PHILADELPHIA PARKS & RECREATION

## December 2016 Top Social Media Report

According to the analytics, our top posts across all platforms were the three job opportunities that opened up this month, including a Water Safety Instructor, Social Media Associate and Data Entry Specialist. The announcement about William Penn Foundation's \$100 million commitment to Rebuild was another fairly popular post on all social media platforms. In addition to these announcements, our followers were interested in the Snowman Social at Sister Cities Park, the Nutcracker Doll Contest (hosted by Visual Arts), the City of Philadelphia job fair, the Philadelphia Marathon, Bernard Hopkins and Oscar De La Hoya's visit to Athletic Rec, the special events survey, and holiday events in parks and playgrounds, especially the holiday tours at the historic houses. Below is an overview of our top social media posts in the last month.

- [Facebook](#) followers were excited to learn about new job opportunities at PPR. One of the most successful posts was the Data Entry Specialist position, which reached over 4,000 people, was shared over 50 times, and racked up 152 link clicks to the online application.



### Philadelphia Parks and Recreation

December 12 at 10:56am · 🌐

Job Opportunity: Data Entry Specialist responsible for managing data related to the performance and use of Philadelphia Parks & Recreation facilities. This is a part-time, seasonal (9-month) position.



### Philadelphia Parks & Recreation Employment Opportunities

Available jobs at Philadelphia Parks & Recreation

PHILA.GOV | BY CITY OF PHILADELPHIA

4,025 people reached

👍 Latricia Andrea Hale Reddy, Crystel Aguilar and 9 others

51 Shares

- As the screenshot below demonstrates, [Twitter](#) followers were excited to see the immense support from the people and organizations that are behind Rebuild. Another top tweet was a thankful post acknowledging William Penn Foundation's generous \$100 million commitment to Rebuild. With all of this support, many neighborhood parks, recreation centers and playgrounds will receive significant investments to revitalize their spaces. Combined, the recent Rebuild tweets reached almost 20,000 people and gained over 300 engagements, showing even more support coming from the public.



**Philly Parks & Rec**

@PhilaParkandRec

This Thanksgiving, we [#GiveThanksPHL](#) for [#RebuildPHL](#) and the many people & organizations making it a reality  
[rebuild.phila.gov](http://rebuild.phila.gov)



RETWEETS  
**13**

LIKES  
**23**



12:50 PM - 23 Nov 2016

Jim Kenney, WilliamPennFdn, Phila Parks Alliance and 4 others



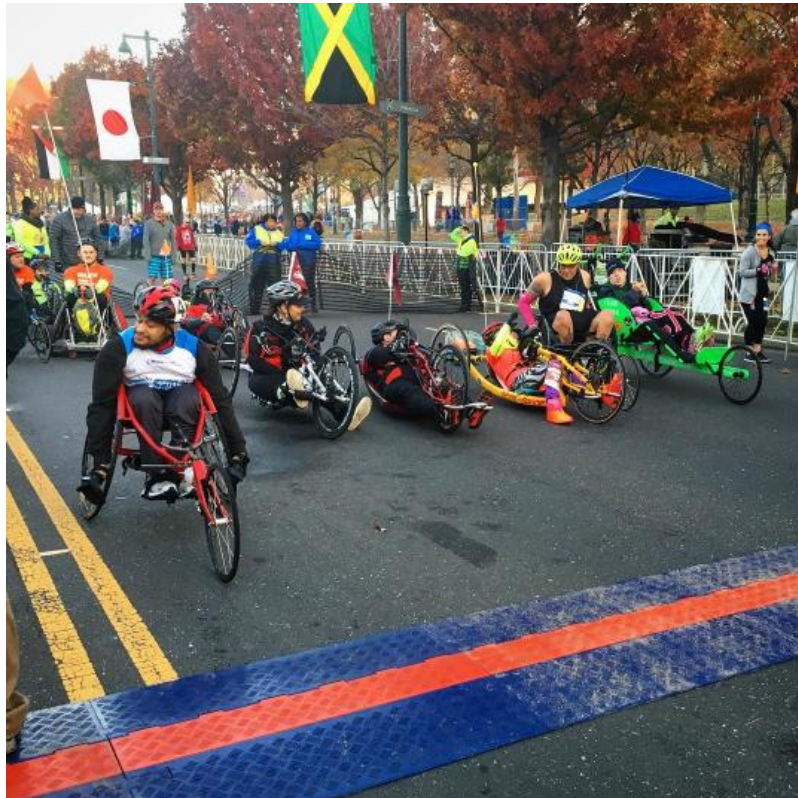
13



23



- [Instagram](#) followers loved seeing the Philadelphia Marathon participants line up at the starting line. This year, PPR staff resumed management of the marathon operations and logistics. When Jim Marino took on the role of Race Director, he made course and schedule alterations to improve the race. As a result of these changes, runners traveled through more of West Fairmount Park, passing the mansions, historic landmarks, and other amenities. Many PPR staff members volunteered their time to make the race weekend as manageable and enjoyable as possible. With 190 engagements and 2,279 impressions, it's clear that our followers enjoyed Race Weekend!



philaparkandrec  
Philadelphia Marathon

187 likes

3w

philaparkandrec Moments away from kicking off the half marathon!  
#philadelphiamarathon #halfmarathon  
#runphilly #run215

najahstar 🍌

teresacapouto Hallo ciao super

onlyatomsnyc Runners are RAD!  
Amlright? ⚡️💣⚡️💣

♥️ Add a comment...

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