



Top Social Media Report

As PPR eases into the spring season, we've been able to share information about upcoming outdoor programs and activities, which has gained a lot of attention on our social media accounts. According to the analytics, our followers were mostly intrigued by various specialty camps, upcoming volunteer and job opportunities, and announcements recognizing the achievements of PPR and the City of Philadelphia. In the past month, The Oval and TreePhilly received PRPS awards for their excellence in programming, a new PBS series featured Fairmount Park, and the city was been announced as the host of the Greater and Greener conference in 2021. Additionally, our followers remain consistently engaged with content regarding programs and events at their local playgrounds, recreation centers, and neighborhood parks. Below is an overview of our top social media posts in the last month.

- In March, we offered another "People's Choice Award" for the centers participating in the Visual Arts Office's Spring Decorations contest. During a one-week voting period, we asked our [Facebook](#) followers to choose their favorite center by "liking" its photo. Among 360 total votes, Mayfair was declared the winner with 81 votes. The album reached over 5,000 people, making it the most engaging post of the month.

Philadelphia Parks and Recreation added 8 new photos to the album: Spring Decorations Contest 2016 — at [Visual Arts at Philadelphia Parks and Recreation](#).

Published by Amanda Conlan · March 21 at 3:16pm · 🌐

Vote now for your favorite center! "Like" the photo with the best spring decorations, and the one with the most likes will win the "People's Choice Award!" Don't forget to share the photo or album so your friends and family can vote too!

Cast Your Vote!

In this album, you will find photos of recreation centers that participated in the Spring Decorations contest held by the Visual Arts Office.

These seven centers were chosen as the finalists from each district. Now we want you to tell us which one you think is the best decorated center. The center with the most votes will win the "People's Choice Award."

To vote for a center, you must "like" its photo.

Mayfair (District 1) American Legion (District 2) Houseman (District 3)

5,097 people reached [Boost Post](#)

👤 Melissa Smith, Mifflin Square Park (8th & Ritner) and 3 others 15 Shares 📄

- [Twitter](#) followers were interested in learning about the volunteer opportunities made available by local coffeehouse United by Blue. This company organizes monthly cleanups at Philly watershed parks with the goal of removing a pound of trash for every item sold. They will be hosting several cleanup days throughout the year and are seeking volunteers to help out. This tweet was viewed by 4,752 people and gained 51 likes, retweets, and link clicks, which linked to a full story.



Philly Parks & Rec
@PhilaParkandRec

Volunteer with [@unitedbyblue](#) to help remove trash from Philly watersheds:
[philaparkandrec.tumblr.com/post/142246425 ...](http://philaparkandrec.tumblr.com/post/142246425...)



RETWEETS 12 LIKES 11



5:43 PM - 4 Apr 2016

- When we made our first [Instagram](#) announcement about Trails Week, our followers were thrilled to hear about the upcoming guided bike ride followed by a weeklong celebration of our vast trail network. This post gained 51 likes in a very short amount of time, proving that people are interested in learning about our 200+ miles of trails!



philaparkandrec
Philadelphia, Pennsylvania

51 likes

1d

philaparkandrec Next week is PPR's #PhillyTrailsWeek! From April 16 to 23, we will celebrate our city's trail network, starting with a free guided bike ride from Manayunk to Conshohocken along the Schuylkill Trail. Check out our Facebook page for more info. And be sure to follow us on Facebook, Twitter, and Instagram to learn more about #PPRTrails next week!

roxypersimmon @femreflux we should do this! ×

a_muss @aliamelata @estulpin @taylorakarl ×

sistahoftheyam @idrislilbrother333 ×

♡ Add a comment...

