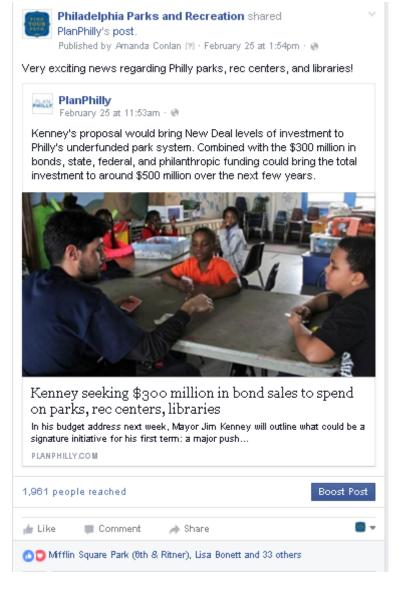


## **Top Social Media Report**

This month, we learned about Mayor Jim Kenney's intentions of spending up to \$600 million on improving city parks, recreation centers, and libraries. Our social media audience seemed to be very intrigued by this budget address and excited about these future plans! Additionally, our audience reacted to our stories about Women's History Month, upcoming handball tournaments and camps in North Philly, FarmPhilly's soil safety and land access workshops, and the announcement of the Pumptrack's opening day. Of course, we can't forget Connor Barwin's appearance at the TreePhilly Spring Yard Tree Giveaway press event. The following posts attracted the most attention over the last month.

Facebook (and Twitter) followers were quick to show their support of Mayor Kenney's proposal to invest up to \$600 million in bonds, state, federal, and philanthropic funding in PPR facilities and libraries. The Facebook post linked to Plan Philly's article that covered the budget address and pointed out the damage at PPR facilities, such as Vare Rec Center, to show the urgency of the much needed funding. The post reached over 1,900 people and had 35 Likes/Loves.



Twitter followers were happy to learn about the influential women that had a positive impact on PPR recreation centers and facilities. In honor of Women's History Month, we published a list of recreation centers and parks that are named after Philly women throughout history. The tweet contained a photo of a painting of Laura Sims (of Laura Sims Skate House in West Philly) and a link to the story. It was viewed by over 1,700 people, 47 of whom liked, retweeted, or clicked the link for more info.



Happy #WomensHistoryMonth! Here's a list of parks & rec centers named after Philly women philaparkandrec.tumblr.com/post/140293616...



RETWEETS LIKES 12 11







5:37 PM - 1 Mar 2016

• Instagram users were showing the arborly love when we posted a photo of Philadelphia Eagles defensive end Connor Barwin posing with Bud the Tree at the TreePhilly press event announcing the opening of Spring Yard Tree Giveaway registration. Along with the regular tree giveaway, TreePhilly announced a contest in which the winner will receive a free tree that Connor Barwin will plant in their yard. At press time, the photo had 95 Likes (and counting!) and 3 comments.

