



PHILADELPHIA PARKS & RECREATION

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.

The screenshot shows a Facebook post from Philadelphia Parks and Recreation. The post text reads: "Very exciting news regarding Philly parks, rec centers, and libraries!". It features a link to a PlanPhilly article from February 25 at 11:53am. The article text states: "Kenney's proposal would bring New Deal levels of investment to Philly's underfunded park system. Combined with the \$300 million in bonds, state, federal, and philanthropic funding could bring the total investment to around \$500 million over the next few years." Below the text is a photograph of a man in a dark blue shirt sitting at a table with two young boys, one in an orange shirt and one in a black shirt, who appear to be playing cards. The article title is "Kenney seeking \$300 million in bond sales to spend on parks, rec centers, libraries" and the text continues: "In his budget address next week, Mayor Jim Kenney will outline what could be a signature initiative for his first term: a major push...". The website "PLANPHILLY.COM" is listed at the bottom of the article. The Facebook post shows it reached 1,961 people and has a "Boost Post" button. At the bottom, there are icons for Like, Comment, and Share, and a list of users who interacted, including "Mifflin Square Park (@th & Ritner), Lisa Bonett and 33 others".

- [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.



PhilaParkandRec.
@PhilaParkandRec

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




RETWEETS 11 LIKES 12



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.



 **philaparkandrec**
Rittenhouse Square


95 likes 6d

philaparkandrec Registration is now open for free yard trees at [TreePhilly.org](#). Or share why you need a yard tree on Twitter or Instagram using [#phillytreerek](#) for a chance to have [@connorbarwin98](#) plant a tree in your yard! [#cityofarborlylove](#)

incorrigiblycurly [@leonard_smash](#) ✕

soilfixer13 Excellent!!! 😊 ✕

kwertz1981 [@connorbarwin98](#) and a nerd tree! Friday's don't get much better! ✕

 Add a comment... ⋮