



PHILADELPHIA PARKS & RECREATION

Top Social Media Report

Over the last month, our followers showed an interest in working with PPR, whether it's a paid job or a volunteer opportunity. In addition to these opportunities, our followers engaged with posts about winter programs, the Katie Kirlin Wheelchair Basketball Tournament, the return of Parks on Tap, the Star Players' casting call for their next production, the Broad Street Run lottery, Black History Month, and the City's sustainability plan (Greenworks: A Vision for a Sustainable Philadelphia). Below is an overview of our top social media posts in the last month.

[Facebook](#) followers were pleased to learn about two upcoming opportunities to join the PPR communications team. We are seeking two communications associates to assist with blog writing, the monthly email newsletter, digital content creation and social media management. This post reached over 8,000 people, was shared 81 times, and racked up more than 300 clicks to the full job description.



[Twitter](#) followers were delighted to see the announcement of LOVE Your Park Week. This nine-day-long citywide celebration of Philadelphia's parks is held every May. The Stewardship Unit and Fairmount Park Conservancy invite thousands of volunteers and neighbors to help clean, green and celebrate these spaces throughout the city. Over 100 parks host service projects, family-friendly events, educational programming and more. This tweet had almost 6,000 impressions and engaged 59 people.

For more information, visit loveyourpark.org



Philly Parks & Rec
@PhilaParkandRec



Mark your calendars! [@loveyourpark](#) is a celebration of Philly parks, featuring service projects, fun events & more! bit.ly/2iJQeo6



RETWEETS
14

LIKES
14



12:02 PM - 30 Jan 2017



14



14



Hundreds of volunteers joined us at parks, recreation centers and playgrounds throughout the city on the annual MLK Day of Service. We thanked all of the hardworking participants that donated their time to help clean, paint and beautify our parks and facilities. Our [Instagram](#) followers were very appreciative of the shout-out, making it the most popular post of the month with 77 likes and 1,386 impressions!

