



Top Social Media Report

This month, a few of our top posts on Facebook, Twitter and Instagram were job opportunities, Mummers Parade updates, funding announcements and the Festival of Lights event. In addition to these larger announcements, our followers were interested in the Christmas tree recycling program, our 2016 year in review, our guide to winter fun, MLK volunteer opportunities, and the Community Propagation Program at the Horticulture Center. Below is an overview of our top social media posts in the last month.

[Facebook](#) followers were excited to learn about the \$1 million in federal funding that has been granted to the Kensington & Tacony Trail by Governor Tom Wolf and PennDOT! The first phase of the K&T Trail, which is expected to open this year, will travel through Lardner's Point Park. Once all phases are complete, the trail will connect Frankford Boat Launch and Tacony Boat Launch. This post reached over 8,000 people and gained 216 reactions (comments, likes, shares). The announcement had 419 post clicks, which linked to the [full list of PennDOT projects](#) that are in line to receive \$33 million in federal funds to improve transportation alternatives.



Philadelphia Parks and Recreation

January 11 at 11:57am · 🌐

We are excited to announce that \$1 million in federal funding has been granted to the Kensington & Tacony Trail by [Governor Tom Wolf](#) and the [Pennsylvania Department of Transportation \(PennDOT\)](#)! This contribution will assist in the second phase of the K&T trail project, with the first phase expected to open later this year.

PPR and our partner [Delaware River City Corporation](#) are repurposing the abandoned freight rail line along the Delaware River to a 1.5-mile trail that features new landscaping, rest areas and informational signage that will describe natural features and the historical heritage of this portion of the waterfront.

To discover other exciting statewide projects aimed at improving transportation alternatives, check out bit.ly/2j4Za6H



Governor Wolf Announces 51 PennDOT Projects Statewide

Governor Wolf and PennDOT Secretary Richards announced 51 projects to improve transportation alternatives are in line for \$33 million in federal funds

GOVERNOR.PA.GOV

8,147 people reached




Ellen Louise, Valerie Mckoy and 41 others

1 Comment 48 Shares



[Twitter](#) followers were happy to be invited to the first year of the Festival of Lights. During the eight nights of Hanukkah, the houses on Boathouse Row were lit in white and blue to represent a Menorah. On the sixth night, attendees joined Mayor Kenney at the Fairmount Fish Ladder for the best view of the lighting of the sixth house. The tweet below, which linked to the Facebook event page containing more information, had 8,516 impressions and 99 engagements.

For photos of the Festival of Lights, visit <http://bit.ly/2iJVWEV>





JOIN US AT THE
Festival of Lights
The City of Philadelphia's Menorah Lighting on Boathouse Row

DECEMBER 29 | 5:30 PM | FAIRMOUNT FISH LADDER

New this year, from December 24 until December 31, Boathouse Row will be white and blue in honor of the Hanukkah holiday. The design of the lights will turn the houses into one of the largest representations of the Menorah in the nation.

On December 29, celebrate the Festival of Lights with Mayor Kenney on the sixth night of Hanukkah. Join us at the Fairmount Fish Ladder on Martin Luther King Drive across the Schuylkill River from Boathouse Row. The speaking program will begin at 5:30 PM and the sixth house will be lit at 6:00 PM.

 **PHILADELPHIA
PARKS & RECREATION** 



Philly Parks & Rec @PhilaParkandRec · 24 Dec 2016

Happy #Hanukkah! Celebrate the Festival of Lights with @PhillyMayor December 29 on Boathouse Row! bit.ly/2iaNJKS



The first significant snowfall of the season lured our [Instagram](#) audience to our parks to enjoy the snow. Across the city, families visited our watersheds, neighborhood parks, playgrounds and recreation centers to sled, snow shoe, cross country ski and more! With 135 likes, this photo of a family sledding in Cobbs Creek Park was the most engaging post this month.

