

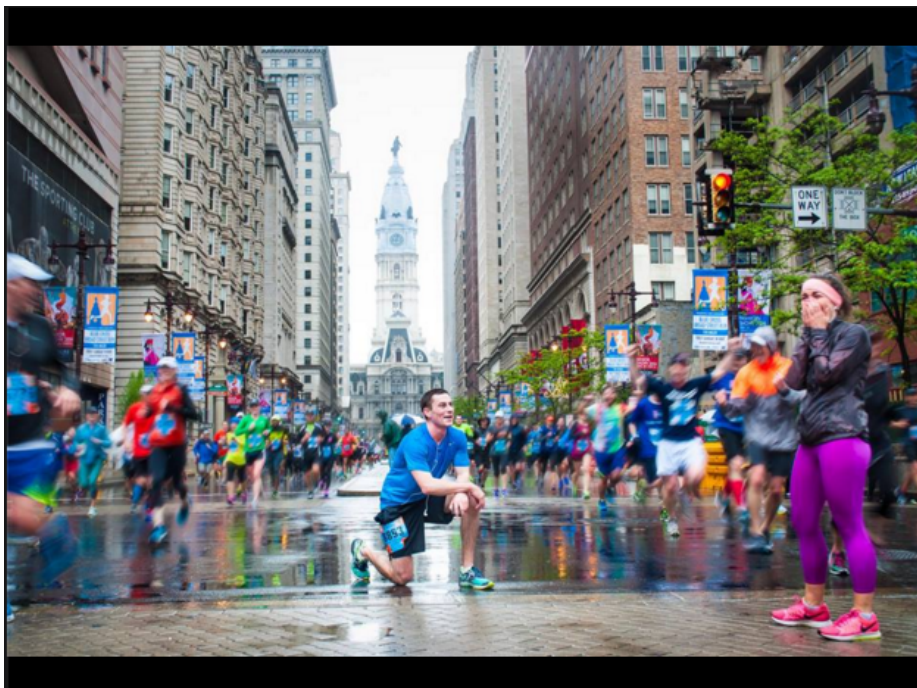


PHILADELPHIA PARKS & RECREATION

Top Social Media Report

Over the last month, the department has made some important announcements and led a couple major citywide events, which helped grow our amount of followers across all social media platforms. According to the analytics, our followers were mostly interested in Broad Street Run recaps, various Trails Week content, the announcement about the upcoming Philadelphia International Unity Cup soccer tournament, the Parks Build Community contest (which will award a \$20k grant to one of three PPR sites), the possible sugary drink tax, Love Your Park Week, and a few job opportunities. Aside from major events and announcements, our regular promotion of programs and neighborhood events continue to attract consistent attention across all social media accounts. Below is an overview of our top social media posts in the last month.

- The Broad Street Run was a huge citywide event, with over 40,000 participants and 20,000 spectators, but one couple found a way to make this day much more memorable. About halfway through the run, Mike Dziura proposed to his girlfriend Paula Barg in the middle of Broad Street with City Hall in the background. Paula's brother Rob was able to capture the moment Paula accepted Mike's proposal. The [Facebook](#) photo reached 12,403 people and gained almost 400 reactions, including likes, loves, comments and shares.



- [Twitter](#) followers were intrigued by an inspiring quote from a man named Luther at an April sugary drink tax hearing in the 7th City Council district. His quote summed up the importance of rec centers to many families that rely on the programming and childcare provided across the city. The tweet contained the hashtag #PHLbudget, which encourages followers to be a part of the larger conversation regarding the tax. The tweet was viewed by almost 6,000 people and gained 94 likes, retweets and media clicks.



Philly Parks & Rec

@PhilaParkandRec

"Our rec centers serve as anchors. So many parents say 'you don't know what you've done for us'" -Luther [#PHLbudget](#)



RETWEETS

14

LIKES

25



7:30 PM - 19 Apr 2016

- [Instagram](#) users were excited to see photos from the Broad Street Run finish line. In a collage, we were able to capture some memorable moments from the race, including the moment Abebe Mekuria crossed the finish line (with a time of 48:42!), one of our push-rim wheelchair competitors, a fun run for children, and a group of runners approaching the finish line. The photo gained 108 likes, which has been one of the most-liked photos we have posted so far this year.



philaparkandrec
Broad Street Run Navy Yard

108 likes

1w

philaparkandrec Congratulations to everyone that ran the #BroadStreetRun this morning!



Add a comment...

