




PHILADELPHIA PARKS & RECREATION

Top Social Media Report: August 2018

It's been a hot, humid summer with the City declaring multiple [Code Reds](#). Thus, it became a top priority this month to make the public aware of the resources we offer to combat the heat. Our Code Red free swim schedule posts performed well on all social media platforms, especially Twitter and Facebook. Other popular topics included Family Fun Month and SEPTA perks.

Top Facebook Post

The top-performing Facebook post thus far in August was focused on the first heat wave of the month. We provided information about the Code Red's length, our free swim schedule, and resources to find a nearby pool. We picked a visually appealing photo, knowing people tend to react well to babies and small children. The post earned over 4,200 impressions, 29 shares, and 23 link clicks.


**Philadelphia Parks & Recreation**

Like Page

Published by Moria Miller [?] · August 6 at 11:30 AM ·

Happy Heatwave! A Code Red will be in effect until Tuesday night at 8pm. All public pools* will be operating on a free swim schedule from 11am-7pm today through tomorrow evening. To find a location near you, visit: <https://bit.ly/2LTtFCU>

*Lee Pool will not be open to the public today (8/6) due to a city-wide swim meet.



Get More Likes, Comments and Shares

Boost this post for \$10 to reach up to 4,300 people.

4,211 people reached

Boost Post

Naomi Safia T, Beril Ozay and 26 others

29 Shares

Like

Comment

Share

Performance for Your Post

4,211

People Reached

87

Reactions, Comments & Shares

53	28	25
Like	On Post	On Shares
2	2	0
Wow	On Post	On Shares
1	0	1
Comments	On Post	On Shares
31	29	2
Shares	On Post	On Shares

242

Post Clicks

22	23	197
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0

Hide Post

1

Hide All Posts

0

Report as Spam

0

Unlike Page

Reported stats may be delayed from what appears on posts



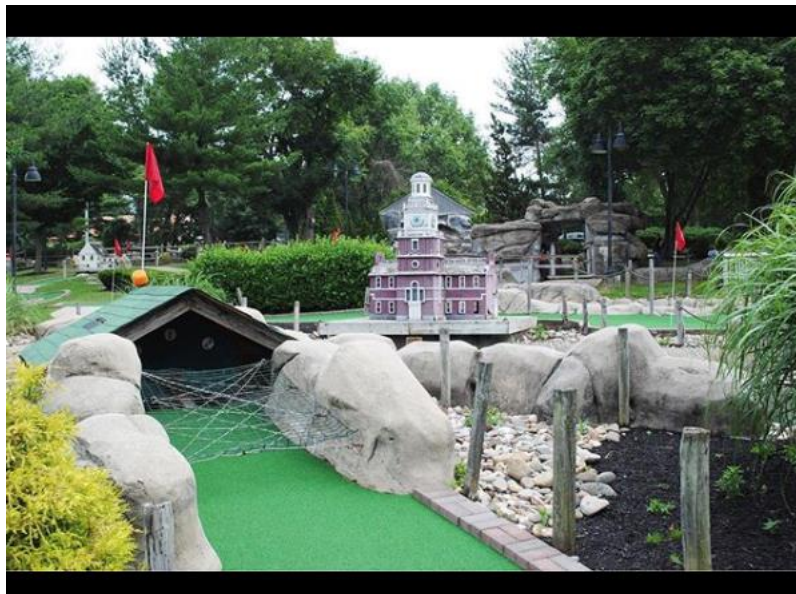
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Top Instagram Post

August is National Family Fun Month. We used this as an opportunity to promote the Burholme Park Golf & Family Entertainment Center.

Recently, we teamed with SEPTA to create a “No Park Too Far” online campaign. Burholme is one of the parks we featured, highlighting ways to reach the site by public transportation. As part of the campaign, we made Burholme part of SEPTA’s Perks program for transit pass and SEPTA Key holders, offering discounts to play mini golf and use the driving range. We used all of those points to craft a short but informative caption that invited people to visit the park.

The post earned 75 likes, reached close to 3,000 people, and totaled more than 3,300 impressions.



philaparkandrec
Burholme Park Golf Center

philaparkandrec August is Family Fun Month! All are invited to come celebrate with us at @burholme. They've got a driving range, a cafe, @ryerssmuseumlibrary, and more! Plus, your @septaphilly Perks Pass can get you \$1 off mini golf. Click the link in our bio to learn more.

billygphl Thanks for plugging our park! FYI...arcade is gone...

ruscomb100 Seeking employment in the



75 likes

2 DAYS AGO

Add a comment...

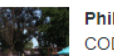




Code Reds were a popular topic on Twitter this month as well.

The use of capital letters and emojis made the post visually appealing and attention-grabbing. The photo we used had the same tone: playful, active, and fun. Altogether, the tweet was lighthearted yet informative. And it worked! The tweet raked in 8,335 impressions, 100 engagements, and 27 likes.

Tweet activity



Philly Parks & Rec @PhilaParkandRec
 CODE 🔴 RED 🔴 CONTINUES 🔴 The city has extended the Code Red until Wednesday at 8pm. As a reminder, all public pools will continue to operate on a free swim schedule from 11am-7pm. To find a swimming pool near you, visit <https://bit.ly/2LTrFCU>
pic.twitter.com/jVopgR9zBq

Promote your Tweet

Your Tweet has 8,336 total impressions so far. Get more impressions on this Tweet!

Promote your Tweet

Impressions

8,336

Total engagements

100

Likes

27

Media engagements

20

Link clicks

20

Retweets

15

Detail expands

13

Profile clicks

5