



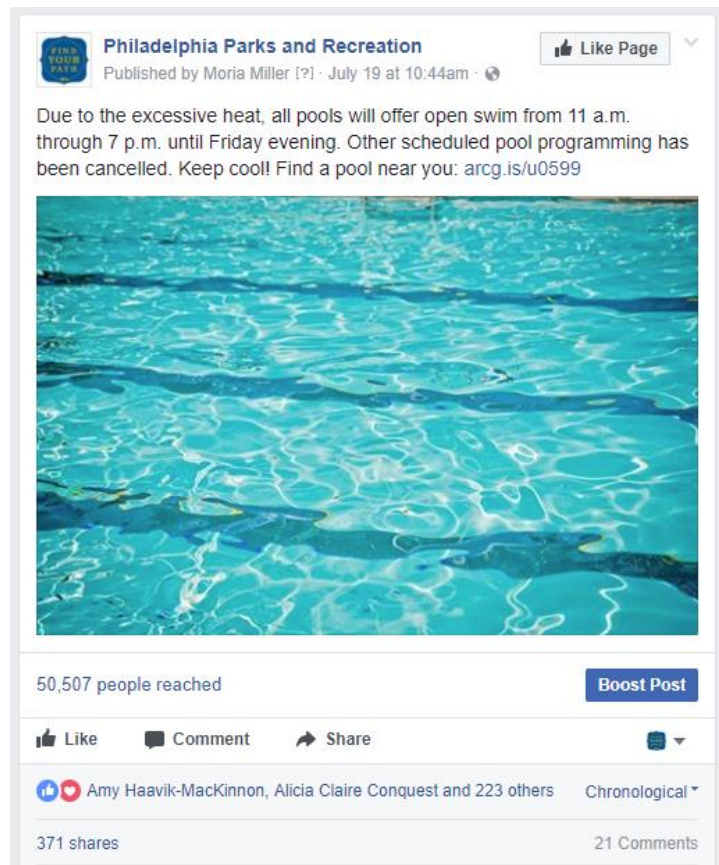
# PHILADELPHIA PARKS & RECREATION

## Top Social Media Report

Through the end of July and the beginning of August, pools were our most exciting and engaging content on social media. Parks & Recreation's top posts on Facebook and Instagram included the news of open swim hours due to a heat wave, along with a look at the improvements made by the community to Marian Anderson Pool. Our non-pool-related top posts included press events like Nature PHL, news of a zipline, and more fun at our facilities!

## Top Facebook Post:

During a heat wave in July, we announced that open swim hours would be in effect at all of our pools. In addition to the open swim information, we also included a link to a pool map for individuals to find a location to visit in their neighborhood. When we posted the news on Facebook, the information spread quickly. The announcement reached more than 50,000 people, was liked more than 200 times, and was shared close to 400 times!





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## Top Instagram Post:

For the second month in a row, our top post has been pool-related. This time, we shared the colorful and fun improvements made at Marian Anderson Recreation Center's pool thanks to the work of the surrounding community. The Instagram album of photos included pictures of the new mural by Martha Rich, kids playing in the pool, and other images of the improvements and the pool in use. This post received 180 likes and reached over 2,000 people.



philaparkandrec  
Marian Anderson Pool

philaparkandrec The community came together to bring improvements to Marian Anderson Pool in #SouthPhilly this summer. A new mural by @martharich63, games, lounge chairs, and more are making this pool more colorful than ever. Swipe to see more!

drsharona @beef\_holiday this this this !



180 likes

AUGUST 2

Add a comment...





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## Top Twitter Post:

In July we announced Nature PHL, a partnership with the Children's Hospital of Philadelphia and the Schuylkill Center for Environmental Education. This program is prescribing children visits to parks! Our post from the press event received over 60 engagements and was seen over 6,000 times on Twitter.



Philly Parks & Rec  
@PhilaParkandRec

Today we kicked off @NaturePHL, a program w/ @ChildrensPhila, @SchuylkillCtr & @forestsERVICE to help kids get healthy by getting outside!



4:40 PM - 26 Jul 2017

7 Retweets 23 Likes



7



23

