




PHILADELPHIA PARKS & RECREATION

Top Social Media Report

This month's theme on social media was winter fun. We've been sharing our holiday events roundups, information on our ice skating rinks, and other things making us excited for the transition into winter and the holiday season. Our top performing posts on all platforms are of seasonal activities and the first snow of the season!

Top Facebook Post:


Just as our pool opening information performs well in the summer, our ice skating posts are a hit leading up to winter! With the opening of all of five of our ice skating rinks, we shared this year's schedule for free public skating. Our Facebook post about open skating was the best performing post of the month, reaching more than 3,500 people, and receiving more than 45 likes, more than 25 shares, and 4 comments.

**Philadelphia Parks & Recreation**

Like Page

Published by Moria Miller [?] · November 21 at 5:44pm ·

Ice skating season is here! Head to one of our five rinks for free public skating.



City of Philadelphia: Ice Rinks

Official site of the City of Philadelphia, includes information on municipal services, permits, licenses, records for citizens and businesses

[PHILA.GOV](#)



3,543 people reached

Boost Post

Like

Comment

Share

 Yari Borrás, Lisa A. Bickerstaff and 44 others

Chronological

27 Shares

4 Comments



PHILADELPHIA PARKS & RECREATION

Top Instagram Post:

This month we had our first snow of the season, transforming our parks into a winter wonderland. Park users took to Instagram to share their snowy snaps, and we re-shared one of those photos, a beautiful shot of Rittenhouse Square covered in a blanket of snow. Not only was this post the best of the month, but also the best performing in the history of our Instagram account. The photo was seen more than 4,000 times and received 345 likes.





PHILADELPHIA PARKS & RECREATION

Top Twitter Post:

Just as we re-shared a photo of a winter park scene on Instagram, we also shared a post of a snowman at Clark Park on Twitter. The post, re-tweeted on the Monday after the snow, shared the fun that was had at our parks over the weekend. This post was seen more than 8,500 times and received 21 engagements.



Philly Parks & Rec ✓

@PhilaParkandRec



We had a blast sledding, building snowmen, and taking walks in snow this weekend at our parks!



Clark Park @clarkpark

The snow is melting really fast, kids still sledding 🛷.

8:53 AM - 11 Dec 2017

2 Retweets 9 Likes

