



# PHILADELPHIA PARKS & RECREATION

## Top Social Media Report

This month's top social media posts included a fun press event for a new bocce court, a beautiful image of illuminated pedicabs on the Parkway, and information about the open streets on MLK Drive on weekends. All three of the top performing posts included information on something free and accessible to the public, making these posts both fun and informational.

## Top Facebook Post:

This month East Passyunk Community Recreation Center hosted a ribbon cutting to show off the brand new bocce court at the facility. Seniors from the recreation center, joined by Councilman Squilla, enjoyed playing bocce on the new court. The fun photos from the event performed well on all social media platforms, especially on Facebook, reaching close to 5,000 people, and received 46 likes, 5 comments, and 3 shares.





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## Top Instagram Post:

From mid-September through the beginning of October, the Association for Public Art has been lighting up the Benjamin Franklin Parkway with illuminated pedicabs from artist Cai Guo-Qiang. We reposted a beautiful photo of all of the pedicabs lining the Parkway and it did extraordinarily well, reaching close to 3,000 individuals. The post received close to 300 likes. Individuals interacted with the photo, sharing it with friends who may also be interested in experiencing the free public art.





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## Top Twitter Post:

Throughout the summer we have been sharing the information about MLK Drive being closed to cars on the weekends. We reshared this information at the beginning of October since the season for open streets is coming to a close. This information was well-received, receiving over 11,000 impressions, 16 retweets, and 35 likes. People were excited to learn that they can enjoy their favorite recreational activities without worrying about vehicle traffic.



**Philly Parks & Rec**   
@PhilaParkandRec



Through the end of the month, enjoy open streets on MLK Drive over the weekend! The road is closed to cars from 7 am to 5 pm.



10:45 AM - 6 Oct 2017

16 Retweets 35 Likes



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