



# PHILADELPHIA PARKS & RECREATION

## Top Social Media Report

Over the last month, our followers were mostly interested in posts about job opportunities, TreePhilly Yard Tree Giveaways, maple sugar days, the Citywide Tumbling Championship, the new Soccer for Success program, a *New York Times* article featuring Commissioner Ott Lovell, and Environmental Education Planner Tony Croasdale's guide to finding foxes in Philly's park system. Additionally, with snowstorm Stella's arrival, we were able to share some snow-related content (from the Operations crew's snow preparation to pretty photos of our parks blanketed in snow), which gained a lot of engagement across all three platforms. Below is an overview of our top social media posts from the last month.

As usual, our [Facebook](#) followers gravitated toward posts about job openings. In the beginning of March, we announced five openings, including lifeguards, park rangers, teaching artists, Philly Pumtrack SMAs and a Get Healthy/PPR project coordinator.

The post reached almost 12,000 people and was shared 117 times. Additionally, 767 people clicked on the post to learn more about the jobs.

**Philadelphia Parks and Recreation**  
March 6 at 5:31pm · 🌐

WE'RE HIRING: Check our employment page to find the latest job openings, including teaching artists, park rangers, lifeguards and more! [#PHLCityJobs](#)



**Philadelphia Parks & Recreation | Employment**  
Philadelphia Parks & Recreation and Get Healthy Philly Project Coordinator, Lifeguards, Teaching Artists, Philly Pumtrack Seasonal Position, Seasonal Park Ranger...  
[PHILA.GOV](#)

11,636 people reached

👍 Like

💬 Comment

➦ Share

👤 Christine Hough, Two-bunnies Katz and 12 others

Chronological ▾

117 shares 5 Comments

**Charlotte James** Rob Phillips  
Like · Reply · Message · March 6 at 6:54pm

**Amy Ortell** Steve Miller-Miller  
Like · Reply · Message · March 6 at 8:31pm

**Cathy Jones** Lint Taylor Panda  
Like · Reply · Message · March 6 at 8:35pm

**Christine Hough** Rachel Hough Melissa Hough  
Like · Reply · Message · March 6 at 9:25pm

In late February, TreePhilly announced the opening of registration for its much-awaited Spring Yard Tree Giveaways, gaining a lot of engagement from [Twitter](#) followers. Each spring and fall, TreePhilly hosts this giveaway program, which provides free trees for Philadelphians to plant on private property. The giveaway events occur at various locations throughout the city. After registering for a free yard tree, recipients choose their preferred pickup location and tree species.

Local celebs Preston & Steve (of WMMR) and Zach Miller (of Dr. Dog) joined PPR, TreePhilly, Fairmount Park Conservancy and TD Bank to make the big announcement in Rittenhouse Square.

***This tweet gained 11,500 impressions and engaged 257 people, making it the highest performing tweet since July 2016.***

For more information, visit [treephilly.org](http://treephilly.org)



March 9 was a sad day for many Philadelphians, especially all of us here at PPR! The Philadelphia Eagles announced the release of Connor Barwin. Barwin has donated a lot of time and money to support different PPR initiatives over the years, including the renovations of Ralph Brooks Park, Smith Playground and Waterloo Playground. He also used his celeb status to raise awareness for Rebuild and TreePhilly programs.

This was the most popular [Instagram](#) post of the month, gaining 159 likes and 1,990 impressions.

