



SOCIAL MEDIA ENGAGEMENT NATIONAL RANKINGS 2022

— *be different* —



NEXT PRACTICE PARTNERS

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1.

FOREWORD



WELCOME TO THE **INAUGURAL**
SOCIAL MEDIA ENGAGEMENT
RANKINGS FOR THE **PARKS AND**
RECREATION INDUSTRY.

This is the **first comprehensive attempt** to rank engagement nationwide, starting with the largest agencies by population, on a variety of **social media.**

1.1 WHY THIS?

■ One of our best kept secrets is local parks and recreation. They serve the broadest audience with the most diverse offerings but fail to tell their story.

Nationally, lack of awareness is the biggest barrier to participation (for 33% of all respondents) per data from ETC Institute, a national leader in statistically-valid surveys for parks and recreation agencies. Despite this, many agencies don't have dedicated resources for communications and outreach and the ones they have, don't have enough

We need to change that!



”

LACK OF AWARENESS

is the biggest barrier to participation for one out of three people


1.2 WHY NOW?

■ Now, more than ever, people have realized that parks and recreation are essential. The pandemic has increased the perception of value of parks, recreation, trails, and open space in people's minds. Equitable access to quality parks and recreation offerings should be a right, not a luxury and yet for too many it isn't.

We can't address all the barriers to access ourselves, but we can and will address lack of awareness so that more people know and participate in everything that is offered in their communities.

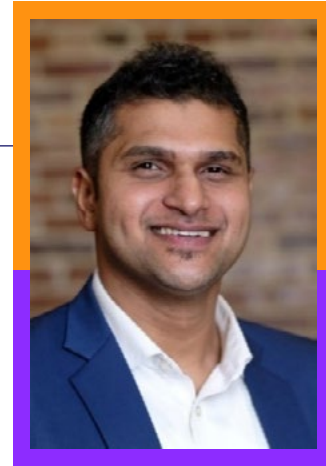
1.3 WHY US?

■ Because we care about moving the industry from best practices to NEXT practices....



”

people have realized that **parks and recreation is essential**



1.4 ACKNOWLEDGEMENTS

This vision became a reality thanks to our superstar team of Next Practitioners:

Nikolaos Soumplis who scoured the “interwebs” for data

Estrella Sainburg and **Tiffany White-Lapierre** whose keen eyes sought needles in haystacks

Jason Elissalde who sprinkled pixie dust to create the model

In these divided times (I fully recognize the role of social media in creating divisions), parks are the one of the biggest unifying forces. We must harness the power of parks and recreation to bring community together and create a sense of belonging.



We need to tell our stories because parks matter...
and people matter even more!

Neelay Bhatt

Founder & CEO
Next Practice Partners

2.

INTRODUCTION



We live in an information (some might say, **misinformation**) age with increasing 'noise' and decreasing attention spans.

EVERY PUBLIC, PRIVATE, AND NON-PROFIT ENTITY WANTS TO CUT THROUGH THE CLUTTER AND TELL THEIR STORY, AND CENTRAL TO THIS OUTCOME ARE SOCIAL MEDIA PLATFORMS.

Meta (formerly Facebook), YouTube, Instagram, Twitter, LinkedIn, TikTok and others have become a large part of people’s personal and professional lives influencing thought and action worldwide.

This impact is also felt in parks and recreation agencies, which employ a variety of social media tools, though not as frequently or as effectively.

REASONS TO ACT

#1



Parks and recreation faces intense competition

In municipal agencies, parks and recreation competes with other departments for resources. In addition, even for Special Districts with dedicated funding, parks and recreation is not the only option for their users. There is competition for people’s time and disposable recreational dollars from other providers e.g. The Y, Private Clubs and even Netflix and Disney+.

#2



Lack of awareness limits participation

Based on the national database by ETC Institute, the leader in statistically reliable surveys for parks and recreation agencies, one in three people (33%) nationwide do not participate in a program or event because “they do not know what is being offered”.

If people don’t participate, they don’t advocate.

#3



Marketing and communications are not priorities

Marketing budgets are limited (and often cut in tough times) and spending on print mediums typically exceeds digital ones. Not all agencies have dedicated marketing or communications staff for parks and recreation and few agencies have dedicated social media specialists. Digital strategy, then, is a one part of someone’s overflowing plate or includes multiple people helping, often inconsistently.

3. GOALS



THE SOCIAL MEDIA ENGAGEMENT RANKINGS HIGHLIGHT **HOW WELL AGENCIES TELL THEIR STORY THROUGH SOCIAL MEDIA.**

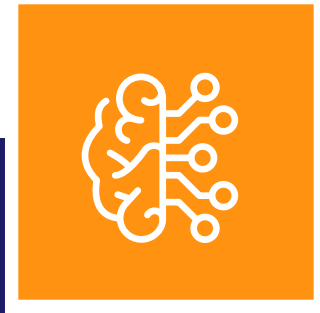


GOALS



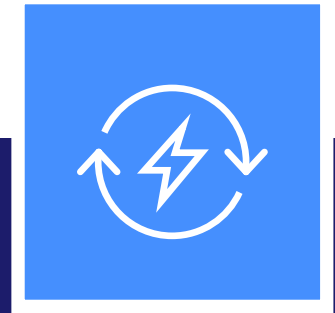
EDUCATE

We want to **educate the industry and practitioners** so they can make informed decisions.



ENGAGE

We want to **engage decision makers** so they can support and promote parks and recreation.



ENERGIZE

We want to **energize communities** to participate in and advocate for their parks and recreation agencies.

4. RANKINGS





NOTE

These rankings are for the Top 100 Cities by Population per 2022 Census Estimates and include Facebook, Instagram, Twitter and YouTube.

Tik Tok was not included in the overall rankings since the ability to use it may be restricted in certain states or municipal agencies. A standalone ranking for TikTok is included.

Multiple Agencies: Cincinnati has two separate agencies for parks and recreation, Cincinnati Parks and Cincinnati Recreation Commission while New Orleans has the New Orleans Department of Parks and Parkways and NORD (New Orleans Recreation Development Commission). Both agencies are counted separately. MetroParks are included when the City does not have its own parks and recreation department (Cleveland and Nashville). Toledo MetroParks will be included in the Gold Medal agency list to be launched soon.

Non-Contiguous City-County System: Charlotte, Honolulu and Baton Rouge are included in the County Rankings through Mecklenburg County, Honolulu County and BREC respectively since their County / Parish population is larger than the City population unlike Denver or Indianapolis where the City and County serve the same population. Arlington, VA is not a City, but a County hence is not included in this list.

No Dedicated Parks and Recreation Accounts: Buffalo, Irvine, Jersey City, Las Vegas, Orlando, Reno, Santa Clarita, St. Louis and Toledo have parks, recreation or community service departments but do not have dedicated social media accounts for them and their offerings are only promoted via the City's social media accounts.

Based on these criteria, the total count for agencies included in the Overall City Rankings is 91.

CITIES



OVERALL SOCIAL MEDIA ENGAGEMENT RANKINGS - CITIES

1	Cleveland Metroparks, OH	
2	Kansas City Parks & Recreation, MO	
3	Cincinnati Parks, OH	
4	Detroit Parks & Recreation, MI	
5	Boise Parks & Recreation, ID	
6	Spokane Parks & Recreation, WA	
7	Minneapolis Park & Recreation Board, MN	
8	Pittsburgh Parks & Recreation, PA	
9	Greensboro Parks & Recreation, NC	
10	Gilbert Parks & Recreation, AZ	
11	Lexington Parks & Recreation	
12	Riverside Parks, Recreation & Community Services	
13	San Francisco Recreation & Parks	
14	San Bernardino Parks, Recreation & Community Services	
15	Anchorage Parks & Recreation	
16	Milwaukee Recreation	
17	Boston Parks & Recreation	
18	Indy Parks & Recreation	
19	Seattle Parks & Recreation	
20	Lubbock Parks & Recreation	
21	St. Paul Parks & Recreation	
22	Durham Parks & Recreation	
23	St. Petersburg Parks & Recreation	
24	San Antonio Parks & Recreation	
25	Plano Parks & Recreation	
26	Atlanta Department of Parks & Recreation	
27	Chesapeake Parks, Recreation & Tourism	
28	New York City Department of Parks & Recreation	
29	Tampa Parks & Recreation	
30	Austin Parks & Recreation	

OVERALL SOCIAL MEDIA ENGAGEMENT RANKINGS - CITIES

31	Laredo Parks & Recreation
32	Colorado Springs Parks, Recreation & Cultural Services
33	Raleigh Parks, Recreation & Cultural Resources
34	Madison Parks
35	Chula Vista Parks & Recreation
36	Winston-Salem Recreation & Parks
37	Portland Parks & Recreation
38	Scottsdale Parks & Recreation
39	Corpus Christi Parks & Recreation
40	Cincinnati Recreation Commission
41	Fremont Parks & Recreation
42	Aurora Parks, Recreation & Open Space
43	Virginia Beach Parks & Recreation
44	Mesa Parks & Recreation
45	Louisville Parks & Recreation
46	Garland Parks, Recreation & Cultural Arts
47	Arlington Parks & Recreation
48	Irving Parks & Recreation
49	Wichita Park & Recreation
50	Fresno Parks, Afterschool, Recreation & Community Services
51	Philadelphia Parks & Recreation
52	New Orleans Recreation Development Commission
53	Columbus Recreation & Parks
54	Richmond Parks, Recreation & Community Facilities
55	El Paso Parks & Recreation
56	Norfolk Parks & Recreation
57	Baltimore Recreation & Parks
58	Fort Wayne Parks & Recreation
59	Washington DC Parks & Recreation
60	Phoenix Parks & Recreation
61	Santa Ana Parks & Recreation

OVERALL SOCIAL MEDIA ENGAGEMENT RANKINGS - CITIES

62	Anaheim Community Services
63	Tucson Parks & Recreation
64	Dallas Park & Recreation
65	Lincoln Parks & Recreation
66	Memphis Parks
67	Chicago Park District
68	Omaha Parks & Recreation
69	Miami Parks & Recreation
70	Long Beach Parks, Recreation & Marine
71	San José Parks, Recreation & Neighborhood Services
72	Glendale Parks & Recreation
73	Denver Parks & Recreation
74	Sacramento Parks
75	New Orleans Department of Parks & Parkways
76	Nashville MetroParks
77	San Diego Parks & Recreation
78	Jacksonville Parks, Recreation & Community Services
79	Albuquerque Parks & Recreation
80	Tulsa Parks & Recreation
81	Chandler Parks & Recreation
82	Houston Parks & Recreation
83	Fort Worth Parks & Recreation
84	Bakersfield Recreation & Parks
85	Stockton Recreation
86	Los Angeles Recreation & Parks
87	Henderson Sports & Recreation
88	Oklahoma City Parks & Recreation
89	Newark Parks & Recreation
90	Oakland Parks, Recreation & Youth Development
91	North Las Vegas Parks & Recreation

▶ FACEBOOK CITY RANKINGS



FACEBOOK CITY RANKINGS

1	Detroit Parks & Recreation	
2	Cleveland Metroparks	
3	Cincinnati Parks	
4	Spokane Parks & Recreation	
5	Greensboro Parks & Recreation	
6	Milwaukee Recreation	
7	Lubbock Parks & Recreation	
8	Lexington Parks & Recreation	
9	Anchorage Parks & Recreation	
10	St. Paul Parks & Recreation	
11	Laredo Parks & Recreation	
12	St. Petersburg Parks & Recreation	
13	Chesapeake Parks, Recreation & Tourism	
14	Pittsburgh Parks & Recreation	
15	Boise Parks & Recreation	
16	Boston Parks & Recreation	
17	San Antonio Parks & Recreation	
18	Kansas City Parks & Recreation	
19	Corpus Christi Parks & Recreation	
20	Tampa Parks & Recreation	
21	Seattle Parks & Recreation	
22	Durham Parks & Recreation	
23	Minneapolis Park & Recreation Board	
24	Plano Parks & Recreation	
25	Irving Parks & Recreation	
26	Virginia Beach Parks & Recreation	
27	Colorado Springs Parks, Recreation & Cultural Services	

FACEBOOK CITY RANKINGS

28	Garland Parks, Recreation & Cultural Arts
29	Indy Parks & Recreation
30	Cincinnati Recreation Commission
31	Wichita Park & Recreation
32	Gilbert Parks & Recreation
33	Winston-Salem Recreation & Parks
34	Portland Parks & Recreation
35	San Francisco Recreation & Parks
36	El Paso Parks & Recreation
37	Louisville Parks & Recreation
38	Mesa Parks & Recreation
39	Scottsdale Parks & Recreation
40	Aurora Parks, Recreation & Open Space
41	Arlington Parks & Recreation
42	Austin Parks & Recreation
43	Santa Ana Parks & Recreation
44	Richmond Parks, Recreation & Community Facilities
45	Norfolk Parks & Recreation
46	Riverside Parks, Recreation & Community Services
47	Madison Parks
48	San Bernardino Parks, Recreation & Community Services
49	Fresno Parks, Afterschool, Recreation & Community Services
50	Fort Wayne Parks & Recreation
51	Lincoln Parks & Recreation
52	Dallas Park & Recreation
53	Memphis Parks
54	Tucson Parks & Recreation
55	Omaha Parks & Recreation
56	Columbus Recreation & Parks
57	Fremont Parks & Recreation
58	Atlanta Department of Parks & Recreation

FACEBOOK CITY RANKINGS

59	Raleigh Parks, Recreation & Cultural Resources
60	Chicago Park District
61	Baltimore Recreation & Parks
62	Nashville MetroParks
63	Jacksonville Parks, Recreation & Community Services
64	Denver Parks & Recreation
65	Philadelphia Parks & Recreation
66	Tulsa Parks & Recreation
67	San José Parks, Recreation & Neighborhood Services
68	Chula Vista Parks & Recreation
69	New York City Department of Parks & Recreation
70	Anaheim Community Services
71	Albuquerque Parks & Recreation
72	Long Beach Parks, Recreation & Marine
73	Fort Worth Parks & Recreation
74	Sacramento Parks
75	Bakersfield Recreation & Parks
76	New Orleans Department of Parks & Parkways
77	Washington DC Parks & Recreation
78	New Orleans Recreation Development Commission
79	Miami Parks & Recreation
80	Stockton Recreation
81	Glendale Parks & Recreation
82	Houston Parks & Recreation
83	Chandler Parks & Recreation
84	Henderson Sports & Recreation
85	Oklahoma City Parks & Recreation
86	Newark Parks & Recreation
87	Oakland Parks, Recreation & Youth Development
88	North Las Vegas Parks & Recreation

Note: 88 agencies have a Facebook account

▶ INSTAGRAM CITY RANKINGS



INSTAGRAM CITY RANKINGS

1	Kansas City Parks & Recreation	
2	Cleveland Metroparks	
3	Cincinnati Parks	
4	Boise Parks & Recreation	
5	Detroit Parks & Recreation	
6	Minneapolis Park & Recreation Board	
7	Gilbert Parks & Recreation	
8	Riverside Parks, Recreation & Community Services	
9	San Bernardino Parks, Recreation & Community Services	
10	Indy Parks & Recreation	
11	San Francisco Recreation & Parks	
12	Spokane Parks & Recreation	
13	Lexington Parks & Recreation	
14	Atlanta Department of Parks & Recreation	
15	Anchorage Parks & Recreation	
16	Pittsburgh Parks & Recreation	
17	Chula Vista Parks & Recreation	
18	New York City Department of Parks & Recreation	
19	Raleigh Parks, Recreation & Cultural Resources	
20	Boston Parks & Recreation	
21	Durham Parks & Recreation	
22	Austin Parks & Recreation	
23	Plano Parks & Recreation	
24	Madison Parks	
25	Seattle Parks & Recreation	
26	Fremont Parks & Recreation	
27	New Orleans Recreation Development Commission	
28	Scottsdale Parks & Recreation	
29	Colorado Springs Parks, Recreation & Cultural Services	
30	Winston-Salem Recreation & Parks	

INSTAGRAM CITY RANKINGS

31	San Antonio Parks & Recreation
32	Phoenix Parks & Recreation
33	Aurora Parks, Recreation & Open Space
34	Tampa Parks & Recreation
35	Greensboro Parks & Recreation
36	Mesa Parks & Recreation
37	Portland Parks & Recreation
38	St. Petersburg Parks & Recreation
39	Philadelphia Parks & Recreation
40	Columbus Recreation & Parks
41	Baltimore Recreation & Parks
42	Fresno Parks, Afterschool, Recreation & Community Services
43	Anaheim Community Services
44	Miami Parks & Recreation
45	Louisville Parks & Recreation
46	Glendale Parks & Recreation
47	Long Beach Parks, Recreation & Marine
48	Milwaukee Recreation
49	Arlington Parks & Recreation
50	St. Paul Parks & Recreation
51	Lubbock Parks & Recreation
52	Cincinnati Recreation Commission
53	Chesapeake Parks, Recreation & Tourism
54	San Diego Parks & Rec
55	San José Parks, Recreation & Neighborhood Services
56	Virginia Beach Parks & Recreation
57	Sacramento Parks
58	Garland Parks, Recreation & Cultural Arts

INSTAGRAM CITY RANKINGS

59	New Orleans Department of Parks & Parkways
60	Fort Wayne Parks & Recreation
61	Norfolk Parks & Recreation
62	Chicago Park District
63	Wichita Park & Recreation
64	Chandler Parks & Recreation
65	Denver Parks & Recreation
66	Albuquerque Parks & Recreation
67	Memphis Parks
68	Houston Parks & Recreation
69	Los Angeles Recreation & Parks
70	Omaha Parks & Recreation
71	Tulsa Parks & Recreation
72	El Paso Parks & Recreation
73	Tucson Parks & Recreation
74	Dallas Park & Recreation
75	Oklahoma City Parks & Recreation
76	Oakland Parks, Recreation & Youth Development
77	Lincoln Parks & Recreation
78	Newark Parks & Recreation

Note: 78 agencies have an Instagram account

▶ TWITTER CITY RANKINGS



TWITTER CITY RANKINGS

1	Cleveland Metroparks	
2	Pittsburgh Parks & Recreation	
3	San Francisco Recreation & Parks	
4	Seattle Parks & Recreation	
5	Washington DC Parks & Recreation	
6	Cincinnati Parks	
7	Boston Parks & Recreation	
8	New York City Department of Parks & Recreation	
9	Boise Parks & Recreation	
10	Richmond Parks, Recreation & Community Facilities	
11	Atlanta Department of Parks & Recreation	
12	Indy Parks & Recreation	
13	Philadelphia Parks & Recreation	
14	Spokane Parks & Recreation	
15	Durham Parks & Recreation	
16	Portland Parks & Recreation	
17	Lexington Parks & Recreation	
18	Raleigh Parks, Recreation & Cultural Resources	
19	Kansas City Parks & Recreation	
20	Louisville Parks & Recreation	
21	Anchorage Parks & Recreation	
22	St. Paul Parks & Recreation	
23	Phoenix Parks & Recreation	
24	Tucson Parks & Recreation	
25	Arlington Parks & Recreation	
26	St. Petersburg Parks & Recreation	
27	San Antonio Parks & Recreation	

TWITTER CITY RANKINGS

28	Minneapolis Park & Recreation Board
29	Austin Parks & Recreation
30	Plano Parks & Recreation
31	Dallas Park & Recreation
32	Lincoln Parks & Recreation
33	Chicago Park District
34	Tampa Parks & Recreation
35	Columbus Recreation & Parks
36	Detroit Parks & Recreation
37	Madison Parks
38	Omaha Parks & Recreation
39	Jacksonville Parks, Recreation & Community Services
40	Denver Parks & Recreation
41	Cincinnati Recreation Commission
42	Miami Parks & Recreation
43	Nashville MetroParks
44	San José Parks, Recreation & Neighborhood Services
45	Baltimore Recreation & Parks
46	Greensboro Parks & Recreation
47	Houston Parks & Recreation
48	Gilbert Parks & Recreation
49	Fort Wayne Parks & Recreation
50	Wichita Park & Recreation
51	Long Beach Parks, Recreation & Marine
52	Albuquerque Parks & Recreation
53	New Orleans Recreation Development Commission
54	Santa Ana Parks & Recreation
55	Los Angeles Recreation & Parks

TWITTER CITY RANKINGS

56	Mesa Parks & Recreation
57	Memphis Parks
58	Henderson Sports & Recreation
59	Oklahoma City Parks & Recreation
60	Virginia Beach Parks & Recreation
61	Colorado Springs Parks, Recreation & Cultural Services
62	Milwaukee Recreation
63	El Paso Parks & Recreation
64	Lubbock Parks & Recreation
65	Chandler Parks & Recreation
66	Riverside Parks, Recreation & Community Services
67	Fort Worth Parks & Recreation
68	Tulsa Parks & Recreation
69	Sacramento Parks
70	Glendale Parks & Recreation
71	Aurora Parks, Recreation & Open Space

Note: 71 agencies have a Twitter account

▶ YOUTUBE CITY RANKINGS



YOUTUBE CITY RANKINGS

1	Cincinnati Parks	
2	Cleveland Metroparks	
3	Austin Parks & Recreation	
4	Long Beach Parks, Recreation & Marine	
5	San Francisco Recreation & Parks	
6	Raleigh Parks, Recreation & Cultural Resources	
7	Minneapolis Park & Recreation Board	
8	Tucson Parks & Recreation	
9	Seattle Parks & Recreation	
10	Milwaukee Recreation	
11	Kansas City Parks & Recreation	
12	Virginia Beach Parks & Recreation	
13	Chesapeake Parks, Recreation & Tourism	
14	Chicago Park District	
15	Portland Parks & Recreation	
16	Denver Parks & Recreation	
17	San Antonio Parks & Recreation	
18	Dallas Park & Recreation	
19	Columbus Recreation & Parks	
20	Houston Parks & Recreation	
21	Philadelphia Parks & Recreation	
22	Chandler Parks & Recreation	
23	Los Angeles Recreation & Parks	
24	Arlington Parks & Recreation	
25	New Orleans Recreation Development Commission	
26	Washington DC Parks & Recreation	
27	Durham Parks & Recreation	
28	Jacksonville Parks, Recreation & Community Services	
29	Spokane Parks & Recreation	

YOUTUBE CITY RANKINGS

30	New York City Department of Parks & Recreation
31	Garland Parks, Recreation & Cultural Arts
32	Fort Wayne Parks & Recreation
33	St. Petersburg Parks & Recreation
34	Baltimore Recreation & Parks
35	Miami Parks & Recreation
36	Madison Parks
37	Louisville Parks & Recreation
38	Lubbock Parks & Recreation
39	Riverside Parks, Recreation & Community Services
40	Anchorage Parks & Recreation
41	San José Parks, Recreation & Neighborhood Services
42	San Bernardino Parks, Recreation & Community Services
43	Pittsburgh Parks & Recreation
44	Oakland Parks, Recreation & Youth Development
45	Chula Vista Parks & Recreation
46	Nashville MetroParks
47	Lincoln Parks & Recreation
48	Phoenix Parks & Recreation
49	Boise Parks & Recreation
50	Detroit Parks & Recreation
51	Richmond Parks, Recreation & Community Facilities
52	Albuquerque Parks & Recreation
53	Indy Parks & Recreation
54	Cincinnati Recreation Commission

Note: 54 agencies have a YouTube channel

TIKTOK CITY RANKINGS



TIKTOK CITY RANKINGS

1	Cleveland Metroparks	
2	Louisville Parks & Recreation	
3	Richmond Parks, Recreation & Community Facilities	
4	Indy Parks & Recreation	
5	Minneapolis Park & Recreation Board	
6	Tampa Parks & Recreation	
7	Fort Wayne Parks & Recreation	
8	Omaha Parks & Recreation	
9	Spokane Parks & Recreation	
10	Winston-Salem Recreation & Parks	
11	Portland Parks & Recreation	
12	Philadelphia Parks & Recreation	
13	Austin Parks & Recreation	
14	Cincinnati Parks	
15	Chicago Park District	
16	Houston Parks & Recreation	
17	Cincinnati Recreation Commission	
18	Raleigh Parks, Recreation & Cultural Resources	

Note: 18 agencies have a TikTok account

TAKEAWAYS

CITIES



The Top 10 agencies in the rankings are from 9 different states, with Ohio the only state with two agencies.

Arizona – 1

Idaho – 1

Michigan – 1

Minnesota – 1

Missouri – 1

North Carolina – 1

Ohio – 2

Pennsylvania – 1

Washington – 1



Followers

Most agencies have higher follower counts on Facebook versus other social media with an average of 21,000+ on Facebook compared to 14,000+ for Twitter and 11,000+ for Instagram. This is likely since Facebook was available prior to Twitter and Instagram and thus, adopted by more agencies for a longer time. TikTok has only been available since 2018 and is still building its following.



Followers / Fans Per Capita

Adjusting for population, through followers / fans per capita, on average 0.43% of an agency's population is a fan / follower on Facebook, 0.18% on Instagram, 0.18% on Twitter, 0.006% on YouTube and 0.004% on TikTok.



Frequency Of Posting

Agencies tweet the most frequently compared to sharing on any other social channel with an average of 1.47 tweets / day versus 1.23 posts / day on Facebook and 0.76 posts / day on Instagram. YouTube and TikTok have infrequent posting with an average of 0.05 posts / day.



Interactions

TikTok has the highest interactions per post of any social media (though the sample size and follower counts are currently very small) with an average of 41% of an agency's fans engaging with their posts. This is heavily skewed by select agencies (Minneapolis Park & Recreation Board and Louisville Parks & Recreation) that have fewer followers but very high interactions.

Of the rest, Instagram has the highest interactions per post with an average of 1% of their followers interacting with each post while Facebook and Twitter have average interaction levels of 0.2% and 0.07% respectively. Instagram has 5x interactions per post compared to Facebook and 15x interactions per post compared to Twitter.



Posts

Facebook

Instagram

Average posts / day
Median posts / day

1.23
1.02

0.76
0.51

Most posts / day

1. Dallas Park & Recreation
2. Pittsburgh Parks & Recreation
3. Austin Parks & Recreation

1. Detroit Parks & Recreation
2. Pittsburgh Parks & Recreation
3. Indy Parks & Recreation

Post Interactions

Average Interactions
Median Interactions

0.21
0.15

1.08
0.78

Most Interactions

1. New Orleans Department of Parks and Parkways
2. Santa Ana Parks & Recreation
3. San Bernardino Parks, Recreation & Community Services

1. Kansas City Parks & Recreation
2. Spokane Parks & Recreation
3. San Bernardino Parks, Recreation & Community Services

Fans / Followers / Subscribers*

Average Fans / Followers
Median Fans / Followers

21,255
14,700

11,160
3,736

Most Fans / Followers

1. New York City Parks & Recreation
2. Cleveland MetroParks
3. Detroit Parks & Recreation

1. New York City Parks & Recreation
2. Cleveland MetroParks
3. Cincinnati Parks

Fans / Followers / Subscribers Per Capita**

Average Fans / Followers per capita
Median Fans / Followers per capita

0.43
0.31

0.18
0.10

Most Fans / Followers per capita

1. Cleveland MetroParks
2. Cincinnati Parks
3. Detroit Parks & Recreation

1. Cleveland MetroParks
2. Cincinnati Parks
3. Boise Parks & Recreation

*Fan counts are from a point in time and subject to change

**Per capita counts are based on fans / followers and population from a point in time and subject to change



Twitter



YouTube



TikTok

1.47
0.97

1. Washington D.C. Parks & Recreation
2. Boston Parks & Recreation
3. San Francisco Recreation & Parks

0.05
0.01

1. Austin Parks & Recreation
2. Long Beach Parks, Recreation & Marine
3. Chesapeake Parks, Recreation & Tourism

0.03
0.01

1. Cleveland MetroParks
2. Louisville Parks & Recreation
3. Tampa Parks & Recreation

0.07
0.04

1. Santa Ana Parks & Recreation
2. Wichita Park & Recreation
3. Tucson Parks & Recreation

0.26
0.01

1. Long Beach Parks, Recreation & Marine
2. Columbus Recreation & Parks
3. Philadelphia Parks & Recreation

41
0.01

1. Minneapolis Park & Recreation Board
2. Louisville Parks & Recreation
3. Richmond Parks, Recreation & Community Facilities

14,802
5,861

1. New York City Parks & Recreation
2. Cleveland MetroParks
3. Chicago Park District

477
206

1. New York City Parks & Recreation
2. Austin Parks & Recreation
3. Chicago Park District

195
59.5

1. Cleveland MetroParks
2. Omaha Parks & Recreation
3. Indy Parks & Recreation

0.18

0.10

1. Cleveland MetroParks
2. Cincinnati Parks
3. Boise Parks & Recreation

0.006

0.003

1. Austin Parks & Recreation
2. Cleveland MetroParks
3. Denver Parks & Recreation

0.004

0.001

1. Cleveland MetroParks
2. Omaha Parks & Recreation
3. Spokane Parks & Recreation

WHAT'S NEXT



COUNTY RANKINGS, NATIONAL GOLD
MEDAL FINALISTS AND MORE **IN**
FEBRUARY / MARCH 2023



Facebook **County** Rankings



Instagram **County** Rankings



Twitter **County** Rankings



YouTube **County** Rankings



TikTok **County** Rankings

...STAY TUNED!

5.

METHODOLOGY



**THE TOP 100 CITIES BY 2022
POPULATION WERE SOURCED FROM
U.S. CENSUS DATA.**

As indicated in the Findings, these rankings include Facebook, Instagram, Twitter, and YouTube. Tik Tok was not included in the overall rankings since the ability to use it may be restricted in certain states or municipal agencies.

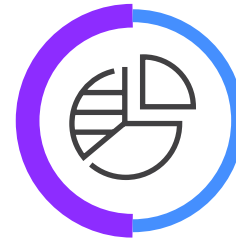
5.1 DATA SOURCES



Agency websites



Agency social media accounts



Social media analytics tools



US Census



National Recreation and Park Association



ETC Institute

5.2 RANKINGS MODEL

Followers

The total followers that an agency's individual social media account had at the end of 2022.



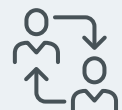
Frequency of Posting

The frequency with which an agency posted on each social media account during the year.



Follower Interactions

The total interactions that followers had with each social media account during the year.



Agency Population

The total estimated population of the agency in 2022.



6. NEXT PRACTICE PARTNERS



be different

WHO WE ARE



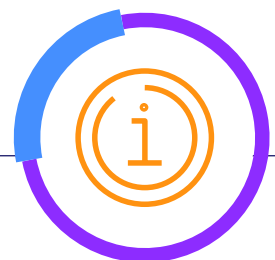
NEXT PRACTICE PARTNERS, LLC.

is a team committed to building a more inclusive and innovative future for all through planning, training, and technology services.



The Company is based in Central Indiana and our team works globally. Our team's **75+ years of experience spans Fortune 100 Companies** including Disney and Target, the Summer Olympics and Paralympics, The Super Bowl, TEDx and gold medal parks and recreation agencies.

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SOCIAL MEDIA ENGAGEMENT NATIONAL RANKINGS

2022



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