



SOCIAL MEDIA ENGAGEMENT NATIONAL RANKINGS 2022

— *be different* —



NEXT PRACTICE PARTNERS

www.BeNextPractice.com

1. FOREWORD

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



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!

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.




”

LACK OF AWARENESS

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

1.3 WHY US?

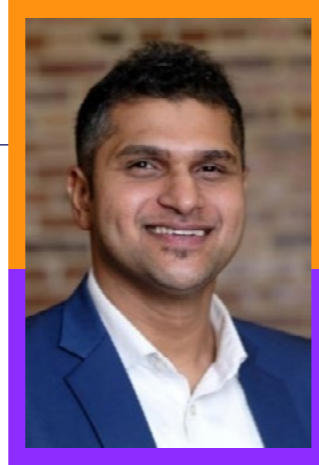
■ Because we care about moving the industry from best practices to NEXT practices....



”

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

Rumnik Kaur Ghuman who helped organize complex data to tell this simple story

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

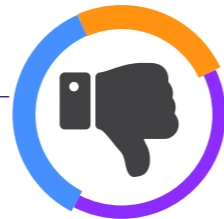


Lack of awareness limits participation

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.

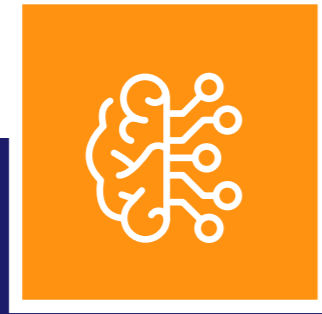


GOALS



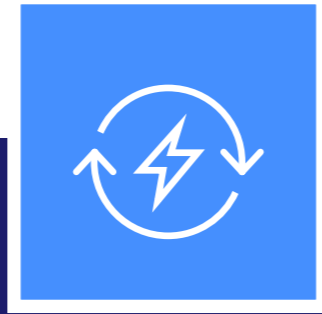
EDUCATE

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



CITIES



NOTE

These rankings are for the Top 100 Cities by Population per Census Estimates (released in 2022) 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 and Honolulu are included in the County Rankings through Mecklenburg County and Honolulu County respectively since their County 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.

OVERALL CITY RANKINGS



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

Note: The total count for agencies included in the City Rankings is 91.

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 City 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 City 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 City 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 City 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 City agencies have a TikTok account.

TAKEAWAYS CITIES



The Top 10 agencies in the rankings are from 9 different states, with Ohio being 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 - CITIES

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 - CITIES

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 - CITIES

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 - CITIES

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.

CITIES



Posts	Facebook	Instagram	Twitter	YouTube	TikTok
Average posts / day	1.23	0.76	1.47	0.05	0.03
Median posts / day	1.02	0.51	0.97	0.01	0.01
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	1. Washington D.C. Parks & Recreation 2. Boston Parks & Recreation 3. San Francisco Recreation & Parks	1. Austin Parks & Recreation 2. Long Beach Parks, Recreation & Marine 3. Chesapeake Parks, Recreation & Tourism	1. Cleveland MetroParks 2. Louisville Parks & Recreation 3. Tampa Parks & Recreation
Post Interactions					
Average Interactions	0.21	1.08	0.07	0.26	41
Median Interactions	0.15	0.78	0.04	0.01	0.01
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	1. Santa Ana Parks & Recreation 2. Wichita Park & Recreation 3. Tucson Parks & Recreation	1. Long Beach Parks, Recreation & Marine 2. Columbus Recreation & Parks 3. Philadelphia Parks & Recreation	1. Minneapolis Park & Recreation Board 2. Louisville Parks & Recreation 3. Richmond Parks, Recreation & Community Facilities
Fans / Followers / Subscribers*					
Average Fans / Followers	21,255	11,160	14,802	477	195
Median Fans / Followers	14,700	3,736	5,861	206	59.5
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	1. New York City Parks & Recreation 2. Cleveland MetroParks 3. Chicago Park District	1. New York City Parks & Recreation 2. Austin Parks & Recreation 3. Chicago Park District	1. Cleveland MetroParks 2. Omaha Parks & Recreation 3. Indy Parks & Recreation
Fans / Followers / Subscribers Per Capita**					
Average Fans / Followers per capita	0.43	0.18	0.18	0.006	0.004
Median Fans / Followers per capita	0.31	0.10	0.10	0.003	0.001
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	1. Cleveland MetroParks 2. Cincinnati Parks 3. Boise Parks & Recreation	1. Austin Parks & Recreation 2. Cleveland MetroParks 3. Denver Parks & Recreation	1. Cleveland MetroParks 2. Omaha Parks & Recreation 3. Spokane 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

COUNTIES



NOTE

These rankings are for the Top 100 Counties by Population per Census Estimates (released in 2022) 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.

No Dedicated Parks and Recreation Accounts: In the Top 100 most populated Counties, 38 Counties do not have a Parks & Recreation Department, or their Department does not have any dedicated social media accounts.

Based on these criteria, the total count for agencies included in the Overall County Rankings is 62.

OVERALL COUNTY RANKINGS

OVERALL SOCIAL MEDIA ENGAGEMENT RANKINGS - COUNTIES

1	DuPage County Forest Preserve District, IL	
2	Will County Forest Preserve District, IL	
3	Metro Parks (Columbus & Franklin County),OH	
4	Great Parks (Hamilton County), OH	
5	Lake County Forest Preserves, IL	
6	Fairfax County Parks, VA	
7	Prince George's County Parks & Recreation, MD	
8	San Mateo County Parks, CA	
9	Montgomery County Parks, MD	
10	St. Louis County Parks, MO	
11	City & County of Honolulu Parks & Recreation, HI	
12	Westchester County Parks, NY	
13	Mecklenburg County Park & Recreation, NC	
14	Allegheny County Parks, PA	
15	OC Parks (Orange County), CA	
16	Milwaukee County Parks, WI	
17	San Bernardino County Regional Parks, CA	
18	Lee County Parks & Recreation, FL	
19	Miami-Dade County Parks & Recreation, FL	
20	Gwinnett County Parks & Recreation, GA	
21	El Paso County Parks & Recreation, TX	
22	Pierce County Parks, WA	
23	Pima County Natural Resources, Parks & Recreation, AZ	
24	Essex County Parks, Recreation & Cultural Affairs, NJ	
25	King County Natural Resources & Parks, WA	
26	Santa Clara County Parks & Recreation, CA	
27	Snohomish County Parks & Recreation, WA	
28	Erie County Parks, Recreation & Forestry, NY	
29	Montgomery County Recreation, MD	
30	Broward County Parks & Recreation, FL	

OVERALL SOCIAL MEDIA ENGAGEMENT RANKINGS - COUNTIES

31	Oakland County Parks & Recreation, MI
32	Wake County Parks, Recreation & Open Space, NC
33	Los Angeles County Parks & Recreation, CA
34	Bergen County Parks, NJ
35	Salt Lake County Parks & Recreation, UT
36	Jackson County Parks, OR
37	Monroe County Parks, NY
38	Forest Preserves of Cook County, IL
39	Palm Beach County Parks & Recreation, FL
40	San Diego County Parks & Recreation, CA
41	Suffolk County Parks, NY
42	Wayne County Parks, MI
43	Bernalillo County Parks, Recreation & Open Space, NM
44	Polk County Parks & Recreation, FL
45	San Joaquin County Parks & Recreation, CA
46	Baltimore County Recreation & Parks, MD
47	Clark County Parks & Recreation, NV
48	RivCo Parks (Riverside County Regional Park & Open-Space District, CA
49	Nassau County Department of Parks, Recreation & Museums, NY
50	Sacramento County Regional Parks, CA
51	Fort Bend County Parks & Fairgrounds, TX
52	Orange County Parks & Recreation, FL
53	El Paso County Parks & Recreation, CO
54	Cobb County Parks & Recreation, GA
55	Dallas County Parks & Open Space, TX
56	DeKalb County Recreation, Parks & Cultural Affairs, GA
57	Maricopa County Parks & Recreation, AZ
58	Travis County Parks, TX
59	Ventura County Parks, CA
60	Hudson County Parks, NJ
61	Kern County Parks & Recreation, CA
62	Macomb County Parks, & Natural Resources, MI

Note: The total count for agencies included in the County Rankings is 62.

FACEBOOK COUNTY RANKINGS



FACEBOOK COUNTY RANKINGS

1	DuPage County Forest Preserve District, IL	
2	Will County Forest Preserve District, IL	
3	Great Parks (Hamilton County), OH	
4	Lake County Forest Preserves, IL	
5	Metro Parks (Columbus & Franklin County), OH	
6	St. Louis County Parks, MO	
7	Fairfax County Parks, VA	
8	Prince George's County Parks & Recreation, MD	
9	Allegheny County Parks, PA	
10	Milwaukee County Parks, WI	
11	Pima County Natural Resources, Parks & Recreation, AZ	
12	Mecklenburg County Park & Recreation, NC	
13	Lee County Parks & Recreation, FL	
14	San Mateo County Parks, CA	
15	Pierce County Parks, WA	
16	Montgomery County Parks, MD	
17	Santa Clara County Parks & Recreation, CA	
18	Erie County Parks, Recreation & Forestry, NY	
19	El Paso County Parks & Recreation, TX	
20	Oakland County Parks & Recreation, MI	
21	Westchester County Parks, NY	
22	San Bernardino County Regional Parks, CA	
23	Bergen County Parks System, NJ	
24	Monroe County Parks, NY	
25	Gwinnett County Parks & Recreation, GA	
26	Snohomish County Parks & Recreation, WA	
27	Essex County Parks, Recreation & Cultural Affairs, NJ	
28	Jackson County Parks, OR	
29	OC Parks (Orange County), CA	

FACEBOOK COUNTY RANKINGS

30	City & County of Honolulu Parks & Recreation, HI
31	Wayne County Parks, MI
32	Montgomery County Recreation, MD
33	Suffolk County Parks, NY
34	Forest Preserves of Cook County, IL
35	Miami-Dade County Parks & Recreation, FL
36	Polk County Parks & Recreation, FL
37	Bernalillo County Parks, Recreation & Open Space, NM
38	Baltimore County Recreation & Parks, MD
39	Broward County Parks & Recreation, FL
40	Salt Lake County Parks & Recreation, UT
41	Clark County Parks & Recreation, NV
42	San Joaquin County Parks & Recreation, CA
43	Nassau County Department of Parks, Recreation & Museums, NY
44	San Diego County Parks & Recreation, CA
45	Palm Beach County Parks & Recreation, FL
46	Sacramento County Regional Parks, CA
47	Fort Bend County Parks & Fairgrounds, TX
48	Los Angeles County Parks & Recreation, CA
49	RivCo Parks (Riverside County Regional Park & Open-Space District), CA
50	King County Natural Resources & Parks, WA
51	El Paso County Parks & Recreation, CO
52	Dallas County Parks & Open Space, TX
53	Maricopa County Parks & Recreation, AZ
54	Travis County Parks, TX
55	DeKalb County Recreation, Parks & Cultural Affairs, GA
56	Macomb County Parks & Natural Resources, MI
57	Ventura County Parks, CA
58	Cobb County Parks & Recreation, GA
59	Wake County Parks, NC
60	Hudson County Parks, NJ

Note: 60 County agencies have a Facebook account.

▶ INSTAGRAM COUNTY RANKINGS



INSTAGRAM COUNTY RANKINGS

1	Will County Forest Preserve District, IL	
2	Metro Parks (Columbus & Franklin County), OH	
3	DuPage County Forest Preserve District, IL	
4	Great Parks (Hamilton County), OH	
5	Lake County Forest Preserves, IL	
6	Fairfax County Parks, VA	
7	San Mateo County Parks, CA	
8	City & County of Honolulu Parks & Recreation, HI	
9	Westchester County Parks, NY	
10	OC Parks (Orange County), CA	
11	Montgomery County Parks, MD	
12	Prince George's County Parks & Recreation, MD	
13	Mecklenburg County Park & Recreation, NC	
14	San Bernardino County Regional Parks, CA	
15	Miami-Dade County Parks & Recreation, FL	
16	Allegheny County Parks, PA	
17	Gwinnett County Parks & Recreation, GA	
18	Los Angeles County Parks & Recreation, CA	
19	King County Natural Resources & Parks, WA	
20	Wake County Parks, Recreation & Open Space, NC	
21	Essex County Parks, Recreation & Cultural Affairs, NJ	
22	Lee County Parks & Recreation, FL	
23	Salt Lake County Parks & Recreation, UT	
24	El Paso County Parks & Recreation, TX	
25	Montgomery County Recreation, MD	
26	Snohomish County Parks & Recreation, WA	
27	Palm Beach County Parks & Recreation, FL	
28	San Diego County Parks & Recreation, CA	
29	Jackson County Parks, OR	
30	St. Louis County Parks, MO	

INSTAGRAM COUNTY RANKINGS

31	Pierce County Parks, WA
32	Broward County Parks & Recreation, FL
33	Bergen County Parks System, NJ
34	Forest Preserves of Cook County, IL
35	Santa Clara County Parks & Recreation, CA
36	Erie County Parks, Recreation & Forestry, NY
37	Monroe County Parks, NY
38	Oakland County Parks & Recreation, MI
39	Suffolk County Parks, NY
40	RivCo Parks (Riverside County Regional Park & Open-Space District), CA
41	Pima County Natural Resources, Parks & Recreation, AZ
42	San Joaquin County Parks & Recreation, CA
43	Wayne County Parks, MI
44	Nassau County Department of Parks, Recreation & Museums, NY
45	El Paso County Parks & Recreation, CO
46	Clark County Parks & Recreation, NV
47	Milwaukee County Parks, WI
48	Ventura County Parks, CA
49	Travis County Parks, TX
50	Cobb County Parks & Recreation, GA
51	Kern County Parks & Recreation, CA
52	Hudson County Parks, NJ
53	Maricopa County Parks & Recreation, AZ

Note: 53 County Agencies have an Instagram account.

TWITTER COUNTY RANKINGS



TWITTER COUNTY RANKINGS

1	Will County Forest Preserve District, IL	
2	Montgomery County Parks, MD	
3	Milwaukee County Parks, WI	
4	San Mateo County Parks, CA	
5	Metro Parks (Columbus & Franklin County),OH	
6	Broward County Parks & Recreation, FL	
7	Great Parks (Hamilton County), OH	
8	Wake County Parks, Recreation & Open Space, NC	
9	City & County of Honolulu Parks & Recreation, HI	
10	Montgomery County Recreation, MD	
11	Fairfax County Parks, VA	
12	Prince George's County Parks & Recreation, MD	
13	Snohomish County Parks & Recreation, WA	
14	Mecklenburg County Park & Recreation, NC	
15	Westchester County Parks, NY	
16	Orange County Parks & Recreation, FL	
17	Oakland County Parks & Recreation, MI	
18	Forest Preserves of Cook County, IL	
19	King County Natural Resources & Parks, WA	
20	Erie County Parks, Recreation & Forestry, NY	
21	Miami-Dade County Parks & Recreation, FL	
22	Santa Clara County Parks & Recreation, CA	
23	Salt Lake County Parks & Recreation, UT	
24	Essex County Parks, Recreation & Cultural Affairs, NJ	
25	Los Angeles County Parks & Recreation, CA	
26	Clark County Parks & Recreation, NV	
27	Palm Beach County Parks & Recreation, FL	
28	Bergen County Parks, NJ	
29	Suffolk County Parks, NY	
30	Sacramento County Regional Parks, CA	

TWITTER COUNTY RANKINGS

31	Pima County Natural Resources, Parks & Recreation, AZ
32	San Diego County Parks & Recreation, CA
33	Cobb County Parks & Recreation, GA
34	OC Parks (Orange County), CA
35	El Paso County Parks & Recreation, CO
36	St. Louis County Parks, MO
37	RivCo Parks (Riverside County Regional Park & Open-Space District), CA
38	Baltimore County Recreation & Parks, MD
39	DeKalb County Recreation, Parks & Cultural Affairs, GA
40	DuPage County Forest Preserve District, IL
41	Monroe County Parks, NY
42	Travis County Parks, TX
43	Maricopa County Parks & Recreation, AZ
44	Wayne County Parks, MI
45	San Bernardino County Regional Parks, CA

Note: 45 County Agencies have a Twitter account.

YOUTUBE COUNTY RANKINGS



YOUTUBE COUNTY RANKINGS

1	Prince George's County Parks & Recreation, MD	
2	Will County Forest Preserve District, IL	
3	Fairfax County Parks, VA	
4	Montgomery County Parks, MD	
5	DuPage County Forest Preserve District, IL	
6	King County Natural Resources & Parks, WA	
7	Broward County Parks & Recreation, FL	
8	Palm Beach County Parks & Recreation, FL	
9	City & County of Honolulu Parks & Recreation, HI	
10	Milwaukee County Parks, WI	
11	Great Parks (Hamilton County), OH	
12	Bernalillo County Parks, Recreation & Open Space, NM	
13	San Mateo County Parks, CA	
14	Oakland County Parks & Recreation, MI	
15	Westchester County Parks, NY	
16	San Diego County Parks & Recreation, CA	
17	Montgomery County Recreation, MD	
18	Santa Clara County Parks & Recreation, CA	
19	Miami-Dade County Parks & Recreation, FL	
20	RivCo Parks (Riverside County Regional Park & Open-Space District), CA	
21	Clark County Parks & Recreation, NV	
22	OC Parks (Orange County), CA	
23	Snohomish County Parks & Recreation, WA	
24	Maricopa County Parks & Recreation, AZ	
25	Metro Parks (Columbus & Franklin County), OH	
26	Bergen County Parks System, NJ	
27	El Paso County Parks & Recreation, CO	
28	Lee County Parks & Recreation, FL	
29	Los Angeles County Parks & Recreation, CA	

YOUTUBE COUNTY RANKINGS

30	St. Louis County Parks, MO
31	Forest Preserves of Cook County, IL
32	San Bernardino County Regional Parks, CA
33	Wayne County Parks, MI
34	Essex County Parks, Recreation & Cultural Affairs, NJ
35	Salt Lake County Parks & Recreation, UT
36	Erie County Parks, Recreation & Forestry, NY
37	Jackson County Parks, OR

Note: 37 County Agencies have a YouTube Channel.

TIKTOK COUNTY RANKINGS



TIKTOK COUNTY RANKINGS

1	DuPage County Forest Preserve District, IL	
2	Will County Forest Preserve District, IL	
3	Milwaukee County Parks, WI	
4	Metro Parks (Columbus & Franklin County), OH	
5	Palm Beach County Parks & Recreation, FL	
6	Los Angeles County Parks & Recreation, CA	
7	San Mateo County Parks, CA	
8	OC Parks (Orange County), CA	
9	RivCo Parks (Riverside County Regional Park & Open-Space District), CA	

Note: Nine (9) County Agencies have a TikTok account.

TAKEAWAYS COUNTIES

The Top 10 agencies in the rankings are from 7 different states, with Illinois (three agencies) and Ohio (two agencies) being the exceptions.

Illinois – 3

Ohio – 2

Maryland – 1

Missouri – 1

Pennsylvania – 1

Virginia – 1

Wisconsin – 1



Fans / Followers - COUNTIES

Most County agencies have higher follower counts on Facebook versus other social media, except TikTok. The average Facebook followers are 15,300+ compared to 7400+ on Instagram and 5300+ on Twitter. Similar to the findings in the City Rankings, this is likely since Facebook was available prior to Twitter and Instagram and, thus, adopted by more agencies for a longer time.

TikTok has an average follower count of 36,533 but that is skewed significantly by DuPage County Forest Preserve District, IL that has 325,000 followers among the list of 9 agencies that have a TikTok account.



Fans / Followers Per Capita - COUNTIES

Facebook has 2x as many fans / followers per capita as Instagram and 3x as many as Twitter. Adjusting for population, through fans / followers per capita, on average 0.13% of a County agency's population is a fan / follower on Facebook, 0.06% on Instagram, 0.04% on Twitter, 0.001% on YouTube.

Similar to the total follower count, TikTok data has an extremely high fan / follower per capita ratio (0.39% of a County agency's population) which is skewed due to DuPage County Forest Preserve District's (IL) high numbers (3.52 followers per capita).



Frequency Of Posting - COUNTIES

County agencies tweet the most frequently compared to sharing on any other social channel with an average of 1.67 tweets / day versus 1.09 posts / day on Facebook and 0.64 posts / day on Instagram.

YouTube and TikTok have infrequent posting with an average of 0.05 posts / day and 0.13 posts / day respectively.



Interactions - COUNTIES

TikTok and YouTube have the highest interactions per post of any social media with an average of 17.79% of a County agency's fans interacting with TikTok posts and 4.75% of a County agency's fans interacting with the YouTube posts. This underscores the growing impact and popularity of the video format in driving greater engagement among users.

TikTok interaction data is influenced by DuPage County Forest Preserve District, IL which has 4x the rate of average interactions. Similarly, Prince George's County Parks and Recreation, MD and Fairfax County Parks, VA have interaction rates on YouTube that are almost 6x the average interactions.

COUNTIES



Posts	Facebook	Instagram	Twitter	YouTube	TikTok
Average posts / day	1.09	0.64	1.67	0.05	0.13
Median posts / day	0.89	0.57	1.13	0.02	0.08
Most posts / day	4.52	2.68	9.17	0.24	0.75
	1. Will County Forest Preserve District, IL 2. Prince George's County Parks and Recreation, MD 3. Montgomery County Parks, MD	1. Will County Forest Preserve District, IL 2. Fairfax County Parks, VA 3. Los Angeles County Parks & Recreation, CA	1. Broward County Parks, FL 2. Montgomery County Parks, MD 3. Will County Forest Preserve District, IL	1. Prince George's County Parks & Recreation, MD 2. Fairfax County Parks, VA 3. Montgomery County Parks, MD	1. DuPage County Forest Preserve District, IL 2. Will County Forest Preserve District, IL 3. Metro Parks (Columbus & Franklin County), OH

Post Interactions	Facebook	Instagram	Twitter	YouTube	TikTok
Average Interactions	0.44	0.99	0.14	4.75	17.79
Median Interactions	0.16	0.83	0.07	1.92	0.001
Most Interactions	6.97	4.01	1.27	23.84	79.63
	1. Dallas County Parks & Open Space, TX 2. DuPage County Forest Preserve District, IL 3. Monroe County Parks, NY	1. Monroe County Parks, NY 2. DuPage County Forest Preserve District, IL 3. Jackson County Parks, OR	1. Pima County Natural Resources Parks & Recreation, AZ 2. Bergen County Parks, NJ 3. Baltimore County Recreation & Parks, MD	1. Prince George's County Parks & Recreation, MD 2. Fairfax County Parks, VA 3. Montgomery County Parks, MD	1. Will County Forest Preserve District, IL 2. Palm Beach County Parks & Recreation, FL 3. Metro Parks (Columbus & Franklin County), OH

Fans / Followers / Subscribers*	Facebook	Instagram	Twitter	YouTube	TikTok
Average Fans / Followers	15,382	7,420	5,381	422	36,533
Median Fans / Followers	9,534	3,805	3,401	234	258
Most Fans / Followers	87,356	60,529	24,083	2,310	325,400
	1. DuPage County Forest Preserve District, IL 2. OC Parks (Orange County), CA 3. Will County Forest Preserve District, IL	1. Metro Parks (Columbus & Franklin County), OH 2. OC Parks (Orange County), CA 3. Los Angeles County Parks & Recreation, CA	1. OC Parks (Orange County), CA 2. Will County Forest Preserve District, IL 3. Fairfax County Parks, VA	1. Prince George's County Parks & Recreation, MD 2. Will County Forest Preserve District, IL 3. Los Angeles County Parks & Recreation, CA	1. DuPage County Forest Preserve District, IL 2. Will County Forest Preserve District, IL 3. Los Angeles County Parks & Recreation, CA

Fans / Followers / Subscribers Per Capita**	Facebook	Instagram	Twitter	YouTube	TikTok
Average Fans / Followers per capita	0.13	0.06	0.04	0.003	0.39
Median Fans / Followers per capita	0.06	0.03	0.02	0.001	0.001
Most Fans / Followers per capita	0.94	0.46	0.26	0.02	3.52
	1. DuPage County Forest Preserve District, IL 2. Will County Forest Preserve District, IL 3. Metro Parks (Columbus & Franklin County), OH	1. Metro Parks (Columbus & Franklin County), OH 2. Great Parks (Hamilton County), OH 3. Will County Forest Preserve District, IL	1. Will County Forest Preserve District, IL 2. Fairfax County Parks, VA 3. Milwaukee County Parks, WI	1. Prince George's County Parks & Recreation, MD 2. Will County Forest Preserve District, IL 3. City & County of Honolulu Parks & Recreation, HI	1. DuPage County Forest Preserve District, IL 2. Will County Forest Preserve District, IL 3. Milwaukee County Parks, WI

*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.

5. METHODOLOGY

THE TOP 100 CITIES AND TOP 100 COUNTIES BY 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

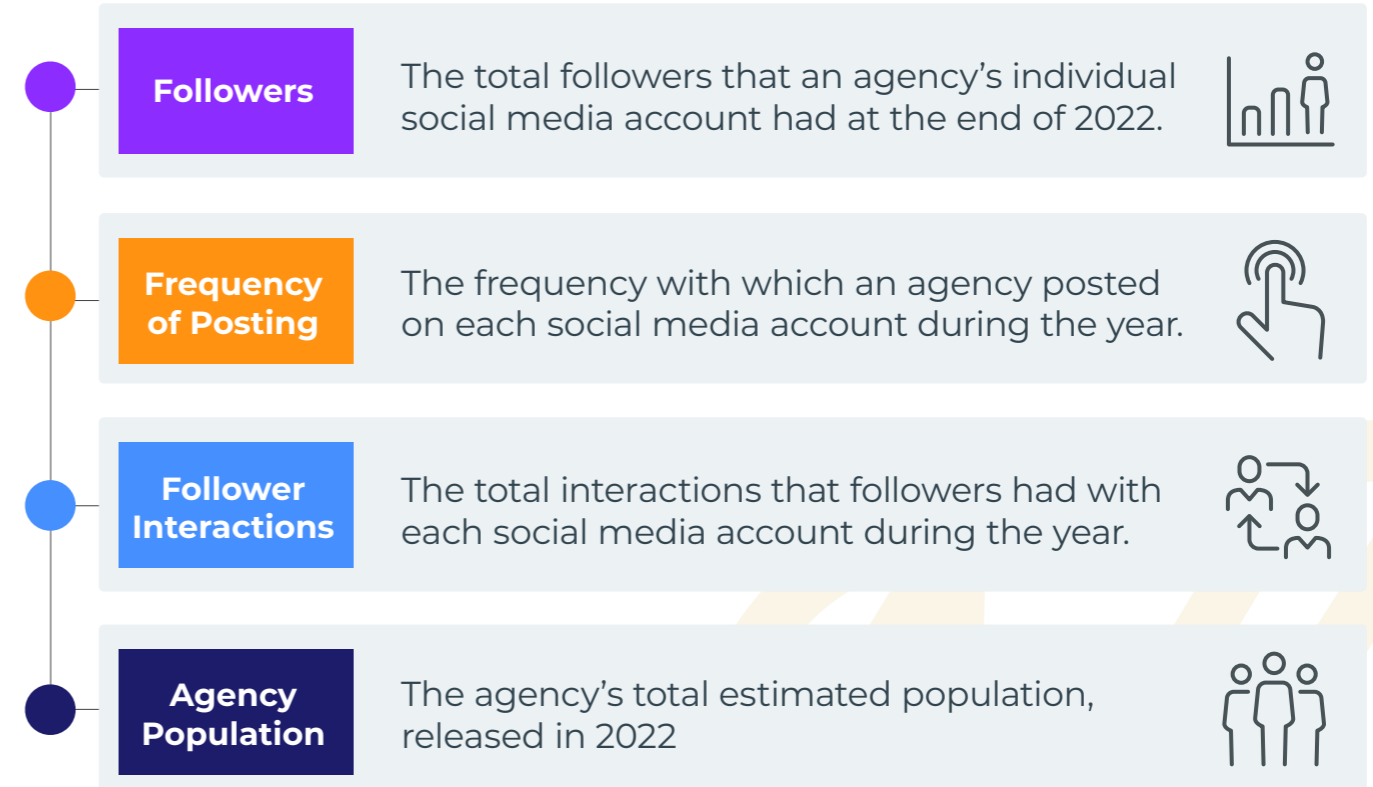


National Recreation and Park Association



ETC Institute

5.2 RANKINGS MODEL



6. NEXT PRACTICE PARTNERS

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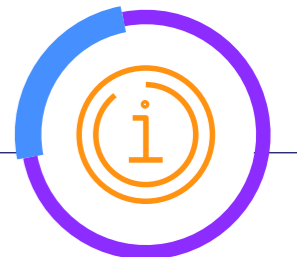
NEXT PRACTICE PARTNERS, LLC.

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



NEXT PRACTICE PARTNERS