

SOCIAL MEDIA ENGAGEMENT NATIONAL RANKINGS 2023



NEXT PRACTICE PARTNERS



— *be different* —

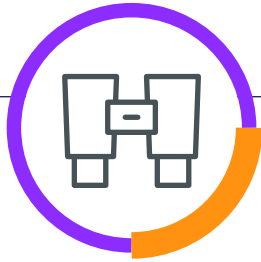




1.

FOREWORD

WELCOME TO THE **SECOND ANNUAL**
SOCIAL MEDIA ENGAGEMENT RANKINGS
FOR THE **PARKS AND RECREATION**
INDUSTRY WITH MORE METRICS... AND
EVEN MORE AGENCIES!



Grab your virtual binoculars and get ready to discover **the best and brightest in digital storytelling**

We are in an era where digital connectivity intertwines seamlessly with outdoor experiences, where swing sets square off against splash pads and picnic tables battle it out for the title of “Most Instagrammable.”

It’s the ultimate showdown where hashtags reign supreme, and emojis are the language of choice. Where the park benches that have seen it all to the squirrels who photobomb every selfie attempt, where humans chat with GPT to create images and even the ducks have a Twitter...oops, an X account.

Our binoculars are focused on likes, shares, and comments as the breadcrumbs leading us to the holy grail of engagement. Forget about finding treasures, we’re here to decode why people double-tap on a picture of a particularly photogenic squirrel.

So, grab your virtual binoculars and get ready to discover the best and brightest in digital storytelling through this social media safari across the country!

1.1 WHAT’S NEW?

■ Our inaugural edition of these rankings included the Top 100 cities nationwide and listed the ones that had dedicated social media accounts. If you missed the inaugural edition, click [here](#).

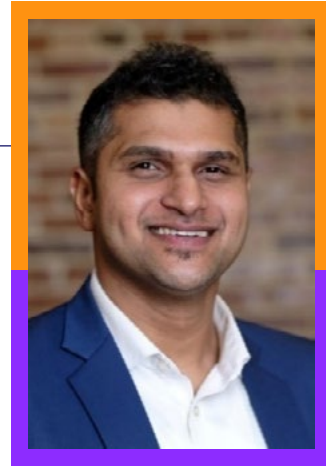
This time, we have significantly expanded the rankings to include all cities which have a population greater than 100,000 residents and dedicated social media accounts for parks and recreation departments.

UPDATED RANKINGS
INCLUDE ALL CITIES WITH
100,000+ POPULATION



1.2 WHY US?

■ Because we have a genuine commitment to parks and recreation and prioritize innovative strategies to enhance the well-being of our communities while focusing on NEXT practices!



1.4 ACKNOWLEDGEMENTS

Big applause to our dream team of Next Practitioners—**Lacy**, **Nirmaan**, and **Rumnik**—who dove headfirst into the deep end of the digital pool to make this magic happen!

And then we have **Jason**, our resident pixie dust sprinkler, who waved his magic wand to whip up the perfect model.

Today, when social media sometimes feels like a black hole of negativity, parks and recreation agencies are the ray of light. They're like the Swiss army knives of unity, bringing people together faster than you can say "free pizza."

So, folks, **let's harness the power of parks and recreation to build bridges, not just swing sets.** Because at the end of the day, stories matter, parks matter, and let's face it, people matter even more—especially when we're enjoying a good old game of tag in the great outdoors...or taking a selfie with a squirrel!

”

Neelay Bhatt

Founder & CEO
Next Practice Partners

2.

INTRODUCTION



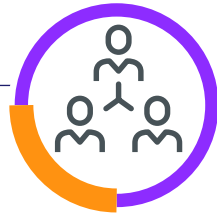
In an age where attention spans are shorter than a goldfish's memory, social media isn't just an option—it's a lifeline for parks and recreation agencies! Meta (formerly Facebook), YouTube, Instagram, X (Twitter), TikTok... **these platforms aren't just tools; they're megaphones for shouting your park's praises to the world!**

But social media isn't just about shouting into the void; it's about crafting compelling narratives that grip your audience with engaging stories, heartwarming successes, and community involvement.

It's not just about informing; it's about captivating, involving, and—dare we say it, changing lives, one tweet, post, or reel at a time. Because in a world where likes and shares are the new currency, your agency's story isn't just important; it's essential for survival in the digital jungle!

2.1 REASONS TO ACT

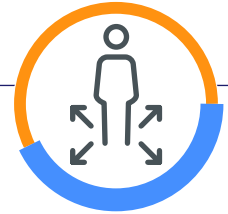
#1



Enhance Community Engagement

Regular use of social media allows parks and recreation agencies to actively engage with the community. Through timely updates, event promotions, and interactive content, agencies can foster a sense of connection, encourage participation, and gather valuable feedback from residents.

#2



Increase Visibility and Awareness

Social media provides a platform for parks and recreation agencies to showcase their programs, facilities, and community initiatives. Regular posting helps maintain a visible online presence, reaching a broader audience and raising awareness about the diverse recreational opportunities available, attracting more participants.

#3



Effective Communication

Social media offers a quick and direct channel for disseminating valuable information. Regular updates enable parks and recreation agencies to efficiently communicate schedule changes, weather-related updates, and other relevant announcements, ensuring that residents stay well-informed and engaged with the agency's offerings.



3. GOALS



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



3.1 GOALS



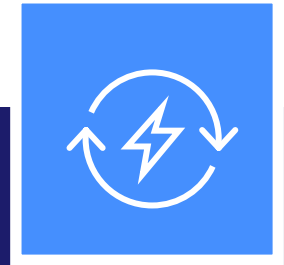
EDUCATE

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.

3.2 TESTIMONIALS



“You changed the game with this report”

Dr. Tiffany Johnson

*Deputy Director of Aging and Disability Services
City of Seattle*

“By understanding the impact of our social media outreach, our team was better able to develop and implement increased efforts to reach a wider audience in our social marketing.

Being ranked in the top 100 was a motivator. We immediately wanted to be in the top 50 which motivated us to increase our efforts and pay attention to where our marketing lacked.”

Lydie Gutfeld

*Director of Parks, Recreation and Community Services
City of San Bernardino*

4.

RANKINGS



▶ CITIES



NOTE

The following rankings are for all U.S. cities with a population over 100,000 residents that have a parks & recreation agency. Cities were determined by Population per Census Estimates (released in 2023) and include Facebook, Instagram, (X) 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 is hiring to start its own Department, and Nashville).

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. Baton Rouge, Buffalo, Fayetteville, Kansas City (KS), Springfield (MO), Topeka, and Tuscaloosa do not have dedicated city operated parks and recreation agencies, instead, they fall under their respective counties.

No Dedicated Parks and Recreation Accounts: we could not find dedicated social media accounts for the following cities' parks, recreation or community service departments. These agencies' offerings are promoted directly via the City's social media accounts



AGENCY	STATE
City of Peoria Parks & Recreation	Arizona
City of Berkeley Parks & Recreation	California
City of Carlsbad Parks & Recreation	California
City of Chico Parks Department	California
City of Clovis Parks	California
City of EL Cajon Parks and Recreation	California
City of El Monte Parks & Recreation	California
Escondido Community Services and Communications	California
Fontana Community Services Department	California
City of Huntington Beach Parks and Recreation	California
City of Inglewood Parks, Recreation, Community Services	California
Irvine Parks and Recreation	California
Lancaster PARCS	California
Menifee Community Services	California
City of Moreno Valley Parks & Community Services	California
Salinas CA Recreation and Parks	California
Santa Clarita Recreation and Community Services	California
Simi Valley Parks and Recreation	California
Victorville Community Services	California
West Covina Public Services Department	California
City of Centennial Parks & Recreation Districts	Colorado
City of Bridgeport Parks & Recreation	Connecticut
City of Hartford Parks & Recreation	Connecticut
Waterbury Bureau of Recreation	Connecticut
City of Hollywood Department of Parks, Recreation & Cultural Arts	Florida
Pembroke Pines Recreation & Cultural Arts	Florida
Savannah Recreation & Leisure Services	Georgia
Aurora Parks & Recreation	Illinois
Lafayette Parks, Art, Recreation & Culture	Louisiana
Brockton Parks & Recreation	Massachusetts



AGENCY	STATE
Cambridge Parks & Open Spaces	Massachusetts
Lynn Parks & Recreation Department	Massachusetts
Springfield Parks & Recreation	Massachusetts
Worcester Parks & Recreation	Massachusetts
Department of Parks, Recreation and Forestry	Missouri
Las Vegas Parks, Recreation, & Cultural Affairs	Nevada
North Las Vegas Parks and Rec. Division	Nevada
Reno Parks and Recreation	Nevada
City of Sparks Parks & Recreation	Nevada
Jersey City Department of Recreation & Youth Development	New Jersey
Yonkers Parks, Recreation & Conservation	New York
Cary Parks, Recreation & Cultural Resources	North Carolina
Concord Parks & Recreation	North Carolina
City of Dayton Department of Recreation	Ohio
Toledo Parks and Youth Services	Ohio
City of Gresham Parks & Recreation	Oregon
City of Salem Parks	Oregon
Charleston Parks Department	South Carolina
City of College Station Parks & Recreation	Texas
City of Edinburg Parks & Recreation	Texas
Killeen Parks & Recreation	Texas
Midland Parks & Recreation	Texas
Odessa Parks & Recreation	Texas
Salt Lake City Parks	Utah
West Jordan Parks Department	Utah
City of Spokane Valley Parks & Recreation	Washington

Based on these criteria, the total count for agencies included in the Overall City Rankings is 267.

OVERALL CITY RANKINGS



1	Cleveland Metroparks, OH	
2	Chattanooga Parks & Outdoors, TN	
3	Cincinnati Parks, OH	
4	Boise Parks & Recreation, ID	
5	Hillsboro Parks & Recreation, OR	
6	Detroit Parks & Recreation, MI	
7	Temecula Community Services, CA	
8	Roseville Parks, Recreation & Libraries, CA	
9	Round Rock Parks & Recreation, TX	
10	New Braunfels Parks & Recreation, TX	
11	Grand Rapids Parks & Recreation, MI	
12	Spokane Parks & Recreation, WA	
13	High Point Parks & Recreation, NC	
14	Tyler Parks and Recreation, TX	
15	Rialto Parks, Recreation & Community Services, CA	
16	Brownsville Parks & Recreation, TX	
17	Goodyear Parks & Recreation, AZ	
18	Pomona Community Services, CA	
19	Jurupa Area Recreation & Park District, CA	
20	McAllen Parks & Recreation, TX	
21	Santa Maria Recreation & Parks, CA	
22	Minneapolis Park and Recreation Board, MN	
23	Lee's Summit Parks & Recreation, MO	
24	Fort Lauderdale Parks & Recreation, FL	
25	Pompano Beach Parks & Recreation, FL	
26	Pueblo Parks & Recreation, CO	
27	Pittsburgh Citiparks, PA	
28	Oxnard Recreation & Community Services, CA	
29	Peoria Park District, IL	
30	Waco Parks & Recreation, TX	

Note: The total agency count in the Overall City Rankings is 267. This table shows the top 100 agencies. For the complete list, see the [Overall Cities Appendix](#)

31	Fishers Parks & Recreation, IN
32	Syracuse Parks & Recreation, NY
33	Lexington Parks & Recreation, KY
34	Hesperia Recreation & Park District, CA
35	Everett Parks & Community Services, WA
36	Thousand Oaks - Conejo Recreation & Park District, CA
37	Bend Park & Recreation District, OR
38	Vacaville Parks & Recreation, CA
39	Elk Grove - Cosumnes Community Services District, CA
40	Mobile Parks & Recreation, AL
41	Milwaukee Recreation, WI
42	Pasadena Parks & Recreation, TX
43	San Bernardino Parks, Recreation & Community Services, CA
44	Carmel Clay Parks & Recreation, IN
45	Santa Ana Parks & Recreation, IN
46	Denton Parks & Recreation, TX
47	Riverside Parks, Recreation & Community Services CA
48	Seattle Parks & Recreation, WA
49	Boulder Parks & Recreation, CO
50	San Francisco Recreation & Parks, CA
51	Fullerton Parks & Recreation, CA
52	Overland Park Parks & Recreation, KS
53	Pearland Parks & Recreation, TX
54	Lakeland Parks, Recreation, & Cultural Arts, FL
55	St. Paul Parks & Recreation, MN
56	Allen Parks & Recreation, TX
57	Greensboro Parks & Recreation, NC
58	Scottsdale Parks & Recreation, AZ
59	Oceanside Parks & Recreation, CA
60	Fargo Park District, ND
61	Boston Parks & Recreation, MA
62	Grand Prairie Parks, Arts & Recreation, TX
63	Sioux Falls Parks & Recreation, SD
64	Des Moines Parks & Recreation, IA
65	Rio Rancho Parks, Recreation & Community Services, NM

66	San Antonio Parks & Recreation, TX
67	Springfield Park District, IL
68	Clarksville Parks & Recreation, TN
69	Frisco Parks & Recreation, TX
70	Warren Parks & Recreation, MI
71	Murfreesboro Parks & Recreation, TN
72	Winston-Salem Recreation & Parks, NC
73	Durham Parks & Recreation, NC
74	Surprise Parks & Recreation, AZ
75	Gilbert Parks & Recreation, AZ
76	South Bend Venues Parks & Arts, IN
77	Anchorage Parks & Recreation, AK
78	Westminster Parks, Recreation & Libraries, CO
79	Rockford Park District, IL
80	Arlington Parks & Recreation, TX
81	Shreveport Public Assembly & Recreation, LA
82	Clearwater Parks & Recreation, FL
83	Kent Parks, Recreation & Community Services, WA
84	Washington DC Parks & Recreation, DC
85	Eugene Parks & Open Space, OR
86	Raleigh Parks, Recreation & Cultural Resources, NC
87	North Charleston Parks & Recreation, SC
88	Daly City Recreation, CA
89	Plano Parks & Recreation, TX
90	Modesto Parks, Recreation, & Neighborhoods, CA
91	Greater Vallejo Recreation District, CA
92	Sterling Heights Parks & Recreation, MI
93	Santa Rosa Recreation & Parks, CA
94	New York City Parks & Recreation, NY
95	Vancouver Parks, Recreation & Cultural Services, WA
96	Kansas City Parks & Recreation, MO
97	Buckeye Parks & Recreation, AZ
98	Green Bay Parks, Recreation & Forestry, WI
99	St. Petersburg Parks & Recreation, FL
100	Cedar Rapids Parks & Recreation, IA

▶ FACEBOOK CITY RANKINGS



1	Chattanooga Parks & Outdoors, TN	
2	Hillsboro Parks & Recreation, OR	
3	Cleveland Metroparks, OH	
4	Tyler Parks and Recreation, TX	
5	Round Rock Parks & Recreation, TX	
6	High Point Parks & Recreation, NC	
7	New Braunfels Parks & Recreation, TX	
8	Spokane Parks & Recreation, WA	
9	Detroit Parks & Recreation, MI	
10	Roseville Parks, Recreation & Libraries, CA	
11	Cincinnati Parks, OH	
12	Pueblo Parks & Recreation, CO	
13	Boise Parks & Recreation, ID	
14	Everett Parks & Community Services, WA	
15	Lee's Summit Parks & Recreation, MO	
16	Brownsville Parks & Recreation, TX	
17	Grand Rapids Parks & Recreation, MI	
18	Fort Lauderdale Parks & Recreation, FL	
19	Syracuse Parks & Recreation, NY	
20	Pompano Beach Parks & Recreation, FL	
21	Peoria Park District, IL	
22	Milwaukee Recreation, WI	
23	Goodyear Parks & Recreation, AZ	
24	Allen Parks & Recreation, TX	
25	Waco Parks & Recreation, WA	
26	Pearland Parks & Recreation, TX	
27	Overland Park Parks & Recreation, KS	
28	Mobile Parks & Recreation, AL	
29	Fargo Park District, ND	
30	St. Paul Parks & Recreation, MN	

Note: The total count for agencies with Facebook is 258. This table shows the top 100 agencies. For the complete list, see the *Facebook Cities Appendix.*

31	Pittsburgh Citiparks, PA
32	Bend Park & Recreation District, OR
33	Surprise Parks & Recreation, AZ
34	Warren Parks & Recreation, MI
35	Greensboro Parks & Recreation, NC
36	Denton Parks & Recreation, TX
37	Westminster Parks, Recreation & Libraries, CO
38	Pasadena Parks & Recreation, TX
39	Lexington Parks & Recreation, KY
40	Vacaville Parks & Recreation, CA
41	Clearwater Parks & Recreation, FL
42	Springfield Park District, IL
43	Lakeland Parks, Recreation, & Cultural Arts, FL
44	Sioux Falls Parks & Recreation, SD
45	McAllen Parks & Recreation, TX
46	Rio Rancho Parks, Recreation & Community Services, CA
47	Boston Parks & Recreation, MA
48	Grand Prairie Parks, Arts & Recreation, TX
49	Cedar Rapids Parks & Recreation, IA
50	Shreveport Public Assembly & Recreation, LA
51	North Charleston Parks & Recreation, SC
52	Des Moines Parks & Recreation, IA
53	McKinney Parks & Recreation, TX
54	South Bend Venues Parks & Arts, IN
55	Kent Parks, Recreation & Community Services, WA
56	Clarksville Parks & Recreation, TN
57	Santa Maria Recreation & Parks, CA
58	Sterling Heights Parks & Recreation, MI
59	Murfreesboro Parks & Recreation, TN
60	Fishers Parks & Recreation, IN
61	Jurupa Area Recreation & Park District, CA
62	Oxnard Recreation & Community Services, CA
63	Las Cruces Parks & Recreation, NM
64	Laredo Parks & Recreation, TX
65	Rockford Park District, IL



66	San Antonio Parks & Recreation, TX
67	Rochester Park & Recreation, MN
68	Thousand Oaks-Conejo Recreation & Park District, CA
69	Joliet Park District, IL
70	Akron Recreation & Parks, OH
71	Abilene Parks & Recreation, TX
72	Meridian Parks & Recreation, ID
73	Minneapolis Park and Recreation Board, MN
74	Omaha Parks, Recreation & Public Property, NE
75	Wilmington Parks & Recreation, DE
76	Hesperia Recreation & Park District, CA
77	Santa Rosa Recreation & Parks, CA
78	Green Bay Parks, Recreation & Forestry, WI
79	Winston-Salem Recreation & Parks, NC
80	Anchorage Parks & Recreation, AK
81	Wichita Park & Recreation, KS
82	Temecula Community Services, CA
83	Conroe Parks & Recreation, TX
84	Lansing Parks & Recreation, MI
85	Frisco Parks & Recreation, TX
86	Providence Parks, RI
87	St. Petersburg Parks & Recreation, FL
88	Hampton Parks, Recreation & Leisure Services, VA
89	Lubbock Parks & Recreation, TX
90	Memphis Parks, TN
91	Naperville Park District, IL
92	Nampa Parks & Recreation, ID
93	Durham Parks & Recreation, NC
94	Columbus Parks & Recreation, GA
95	Columbia Parks & Recreation, MO
96	Virginia Beach Parks & Recreation, VA
97	Louisville Parks & Recreation, KY
98	Quincy Recreation, MA
99	Colorado Springs Parks, Recreation & Cultural Services, CO
100	Seattle Parks & Recreation, WA

▶ INSTAGRAM CITY RANKINGS



1	Cleveland Metroparks, OH	
2	Cincinnati Parks, OH	
3	Boise Parks & Recreation, ID	
4	Temecula Community Services, CA	
5	Detroit Parks & Recreation, MI	
6	Chattanooga Parks & Outdoors, TN	
7	Rialto Parks, Recreation & Community Services, CA	
8	Pomona Community Services, CA	
9	Hillsboro Parks & Recreation, OR	
10	Roseville Parks, Recreation & Libraries, CA	
11	Jurupa Area Recreation & Park District, CA	
12	Grand Rapids Parks & Recreation, MI	
13	McAllen Parks & Recreation, TX	
14	Minneapolis Park and Recreation Board, MN	
15	Santa Maria Recreation & Parks, CA	
16	San Bernardino Parks, Recreation & Community Services, CA	
17	Goodyear Parks & Recreation, AZ	
18	New Braunfels Parks & Recreation, TX	
19	Riverside Parks, Recreation & Community Services, CA	
20	Fullerton Parks & Recreation, CA	
21	Elk Grove-Cosumnes Community Services District, CA	
22	Oxnard Recreation & Community Services, CA	
23	Hesperia Recreation & Park District, CA	
24	Santa Ana Parks & Recreation, CA	
25	Round Rock Parks & Recreation, AR	
26	Thousand Oaks-Conejo Recreation & Park District, CA	
27	Fishers Parks & Recreation, IN	
28	Boulder Parks & Recreation, CO	
29	Carmel Clay Parks & Recreation, IN	
30	Scottsdale Parks & Recreation, AZ	

Note: The total count for agencies with Instagram is 212. This table shows the top 100 agencies. For the complete list, see the [Instagram Cities Appendix](#).

31	Brownsville Parks & Recreation, TX
32	Spokane Parks & Recreation, WA
33	Oceanside Parks & Recreation, CA
34	San Francisco Recreation & Parks, CA
35	Downey Parks & Recreation, CA
36	Gilbert Parks & Recreation, AZ
37	Lexington Parks & Recreation, KY
38	Vancouver Parks, Recreation & Cultural Services, WA
39	Raleigh Parks, Recreation & Cultural Resources, NC
40	Seattle Parks & Recreation, WA
41	Vacaville Parks & Recreation, CA
42	Daly City Recreation, CA
43	New York City Parks & Recreation, NY
44	Arlington Parks & Recreation, TX
45	Washington DC Parks & Recreation, DC
46	Bend Park & Recreation District, OR
47	Eugene Parks & Open Space, OR
48	Greater Vallejo Recreation District, CA
49	Chula Vista Parks & Recreation, CA
50	San Mateo Parks & Recreation, CA
51	Orange Community Services, CA
52	Waco Parks & Recreation, TX
53	Hialeah Parks & Recreation, FL
54	Frisco Parks & Recreation, TX
55	Plano Parks & Recreation, TX
56	Pasadena Parks & Recreation, TX
57	Santa Clara Parks & Recreation, CA
58	Pompano Beach Parks & Recreation, FL
59	Madison Parks, WI
60	Pittsburgh Citiparks, PA
61	Winston-Salem Recreation & Parks, NC
62	Buckeye Parks & Recreation, AZ
63	Mobile Parks & Recreation, AL
64	High Point Parks & Recreation, NC
65	Lakeland Parks, Recreation, and Cultural Arts, FL

66	Modesto Parks, Recreation & Neighborhoods, CA
67	Durham Parks & Recreation, NC
68	San Antonio Parks & Recreation, TX
69	Anchorage Parks & Recreation, AK
70	Burbank Parks & Recreation, CA
71	Kansas City Parks & Recreation, MO
72	Fort Lauderdale Parks & Recreation, FL
73	New Orleans Recreation Development Commission, LA
74	Lee's Summit Parks & Recreation, MO
75	Antioch Recreation Department, KS
76	Fresno PARCS, CA
77	Mesa Parks, Recreation & Community Facilities, AZ
78	Charleston Recreation, SC
79	Denton Parks & Recreation, TX
80	Aurora Parks, Recreation & Open Space, CO
81	Grand Prairie Parks, Arts & Recreation, TX
82	Clarksville Parks & Recreation, TN
83	Portland Parks & Recreation, OR
84	Austin Parks & Recreation, TX
85	Rio Rancho Parks, Recreation & Community Services, NM
86	Indy Parks & Recreation, IN
87	Des Moines Parks & Recreation, IA
88	Santa Rosa Recreation & Parks, CA
89	Murfreesboro Parks & Recreation, TN
90	Sioux Falls Parks & Recreation, SD
91	Greeley Culture, Parks & Recreation, CO
92	Colorado Springs Parks, Recreation & Cultural Services, CO
93	Peoria Park District, IL
94	Fremont Parks & Recreation, CA
95	Tampa Parks & Recreation, FL
96	Rockford Park District, IL
97	Glendale Community Services & Parks, CA
98	Baltimore Recreation & Parks, MD
99	Tempe Parks & Recreation, AZ
100	Boston Parks & Recreation, MA

X (TWITTER) CITY RANKINGS



1	Cleveland Metroparks, OH	
2	Pittsburgh Citiparks, PA	
3	Washington DC Parks & Recreation, DC	
4	Seattle Parks & Recreation, WA	
5	Cincinnati Parks, OH	
6	San Francisco Recreation & Parks, CA	
7	New York City Parks & Recreation, NY	
8	Boston Parks & Recreation, MA	
9	Durham Parks & Recreation, NC	
10	Spokane Parks & Recreation, WA	
11	Raleigh Parks, Recreation & Cultural Resources, NC	
12	St. Paul Parks & Recreation, MN	
13	Atlanta Parks & Recreation, GA	
14	Ann Arbor Parks & Recreation, MI	
15	Richmond Parks, Recreation & Community Services, VA	
16	Des Moines Parks & Recreation, IA	
17	Portland Parks & Recreation, OR	
18	Lansing Parks & Recreation, MI	
19	San Antonio Parks & Recreation, TX	
20	Philadelphia Parks & Recreation, PA	
21	Austin Parks & Recreation, TX	
22	Boise Parks & Recreation, ID	
23	Louisville Parks & Recreation, KY	
24	Tampa Parks & Recreation, FL	
25	Miami Parks & Recreation, FL	
26	St. Petersburg Parks & Recreation, FL	
27	Bend Park & Recreation District, OR	
28	Kansas City Parks & Recreation, MO	
29	Phoenix Parks & Recreation, AZ	
30	Madison Parks, WI	

Note: The total count for agencies with X (Twitter) is 143. This table shows the top 100 agencies. For the complete list, see the [X \(Twitter\) Cities Appendix](#).

31	Indy Parks & Recreation, IN
32	Lexington Parks & Recreation, KY
33	Omaha Parks, Recreation & Public Property, NE
34	Rockford Park District, IL
35	Tucson Parks & Recreation, AZ
36	Lincoln Parks & Recreation, NE
37	Columbus Recreation & Parks, OH
38	Santa Ana Parks & Recreation, CA
39	Chicago Park District, IL
40	Peoria Park District, IL
41	Fort Collins Recreation & Open Space, CO
42	Frisco Parks & Recreation, TX
43	Baltimore Recreation & Parks, MD
44	Memphis Parks, TN
45	Fort Wayne Parks & Recreation, IN
46	Plano Parks & Recreation, TX
47	Dallas Parks & Recreation Department, TX
48	New Orleans Recreation Development Commission, LA
49	Jacksonville Parks, Recreation & Community Services, FL
50	Minneapolis Park and Recreation Board, MN
51	Knoxville Parks & Recreation, TN
52	Fort Lauderdale Parks & Recreation, FL
53	Denton Parks & Recreation, TX
54	Carmel Clay Parks & Recreation, IN
55	Jurupa Area Recreation & Park District, CA
56	Carrollton Parks & Recreation, TX
57	Houston Parks & Recreation, TX
58	Round Rock Parks & Recreation, TX
59	Green Bay Parks, Recreation & Forestry, WI
60	Orlando Families, Parks & Recreation, FL
61	Grand Prairie Parks, Arts & Recreation, TX
62	Arlington Parks & Recreation, TX
63	Brownsville Parks & Recreation, TX
64	Denver Parks & Recreation, CO
65	San José Parks, Recreation & Neighborhood Services, CA

66	Boulder Parks & Recreation, CO
67	Greater Vallejo Recreation District, CA
68	Chattanooga Parks & Outdoors, TN
69	Elk Grove-Cosumnes Community Services District, CA
70	Cape Coral Parks & Recreation, FL
71	Long Beach Parks, Recreation & Marine, CA
72	Roseville Parks, Recreation & Libraries, CA
73	Wichita Park & Recreation, KS
74	Columbia Parks & Recreation, SC
75	Anchorage Parks & Recreation, AK
76	Virginia Beach Parks & Recreation, VA
77	Nashville Metro Parks, TN
78	Bellevue Parks & Community Services, WA
79	Albuquerque Parks & Recreation, NM
80	McAllen Parks & Recreation, TX
81	Mesa Parks & Recreation, AZ
82	Greensboro Parks & Recreation, NC
83	Oxnard Recreation & Community Services, CA
84	Los Angeles Recreation & Parks, CA
85	Billings Parks & Recreation, MT
86	Colorado Springs Parks, Recreation & Cultural Services, CO
87	Cincinnati Recreation Commission, OH
88	Naperville Park District, IL
89	Oklahoma City Parks & Recreation, OK
90	Lewisville Parks & Recreation, TX
91	Detroit Parks & Recreation, MI
92	Greeley Culture, Parks & Recreation, CO
93	Manchester Parks & Recreation, NH
94	Rochester Recreation & Human Services, NY
95	Clarksville Parks & Recreation, TN
96	Abilene Parks & Recreation, TX
97	Joliet Park District, IL
98	Riverside Parks, Recreation & Community Services, CA
99	Akron Recreation & Parks, OH
100	Augusta Parks & Recreation, GA

▶ YOUTUBE CITY RANKINGS



1	Fargo Parks, ND	
2	Tucson Parks & Recreation, AZ	
3	Austin Parks & Recreation, TX	
4	Washington DC Parks & Recreation, D.C.	
5	Columbus Recreation and Parks, OH	
6	Daly City Recreation, CA	
7	Cincinnati Parks, OH	
8	Dearborn Parks & Recreation, MI	
9	Cleveland Metroparks, OH	
10	Naperville Park District, IL	
11	Elgin Parks & Recreation, IL	
12	Thousand Oaks-Conejo Recreation & Park District, CA	
13	Durham Parks & Recreation, NC	
14	Fishers Parks & Recreation, IN	
15	Columbus Parks & Recreation, GA	
16	Philadelphia Parks & Recreation, PA	
17	Chandler Parks & Recreation, AZ	
18	Virginia Beach Parks & Recreation, VA	
19	Lee's Summit Parks & Recreation, MO	
20	Waco Parks & Recreation, TX	
21	Billings Parks & Recreation, MT	
22	San Antonio Parks & Recreation, TX	
23	Los Angeles Recreation & Parks, CA	
24	Indy Parks & Recreation, IN	
25	Newport News Parks & Recreation, VA	
26	Rockford Park District, IL	
27	Des Moines Parks & Recreation, IA	
28	Carmel Clay Parks & Recreation, IN	
29	Pasadena Parks, Recreation & Community Services, CA	
30	Fullerton Parks & Recreation, CA	

Note: The total count for agencies with YouTube is 116. This table shows the top 100 agencies. For the complete list, see the [YouTube Cities Appendix](#).

31	Elk Grove- Cosumnes Community Services District, CA
32	Denver Parks & Recreation, CO
33	Grand Prairie Parks, Arts & Recreation, TX
34	Miami Gardens Parks & Recreation, FL
35	Hillsboro Parks & Recreation, OR
36	Arlington Parks & Recreation, TX
37	Raleigh Parks, Recreation & Cultural Resources, NC
38	San Francisco Recreation & Parks, CA
39	Portland Parks & Recreation, OR
40	Chesapeake Parks, Recreation & Tourism, VA
41	Milwaukee Recreation, WI
42	Fort Lauderdale Parks & Recreation, FL
43	New Orleans Recreation Development Commission, LA
44	Bend Park & Recreation District, OR
45	Chicago Park District, IL
46	Minneapolis Park and Recreation Board, MN
47	Boulder Parks & Recreation, CO
48	Kansas City Parks & Recreation, MO
49	Thornton Parks, Recreation & Community Programs, CO
50	Peoria Park District, IL
51	South Bend Venues Parks & Arts, IN
52	Oxnard Recreation & Community Services, CA
53	Jacksonville Parks, Recreation & Community Services, FL
54	Clarksville Parks & Recreation, TN
55	New York City Parks & Recreation, NY
56	Spokane Parks & Recreation, WA
57	Fort Wayne Parks & Recreation, IN
58	Garland Parks, Recreation & Cultural Arts, TX
59	Knoxville Parks & Recreation, TN
60	Baltimore Recreation & Parks, MD
61	St. Petersburg Parks & Recreation, FL
62	Albany Parks & Recreation, NY
63	Santa Rosa Recreation & Parks, CA
64	Downey Parks & Recreation, CA
65	Sunnyvale Recreation & Community, CA

66	Madison Parks, WI
67	Dallas Parks & Recreation Department, TX
68	Long Beach Parks, Recreation & Marine, CA
69	Miami Parks & Recreation, FL
70	Greater Vallejo Recreation District, CA
71	Lansing Parks & Recreation, MI
72	Eugene Parks & Open Space, OR
73	Chattanooga Parks & Outdoors, TN
74	Louisville Parks & Recreation, KY
75	Allentown Parks & Recreation, PA
76	Charleston Recreation, SC
77	Hayward Area Recreation & Park District, CA
78	Nampa Parks & Recreation, ID
79	Pittsburgh Citiparks, PA
80	Anchorage Parks & Recreation, AK
81	Lubbock Parks & Recreation, TX
82	San José Parks, Recreation & Neighborhood Services, CA
83	Houston Parks & Recreation, TX
84	San Bernardino Parks, Recreation & Community Services, CA
85	Evansville Parks & Recreation, IN
86	Concord Recreation, CA
87	Chula Vista Parks & Recreation, CA
88	Oakland Parks, Recreation & Youth Development, CA
89	Lincoln Parks & Recreation, NE
90	Mesquite Parks & Recreation, TX
91	Cape Coral Parks & Recreation, FL
92	Phoenix Parks & Recreation, AZ
93	Nashville Metro Parks, TN
94	Frisco Parks & Recreation, TX
95	Little Rock Parks & Recreation, AR
96	Richmond Parks, Recreation & Community Services, VA
97	Burbank Parks & Recreation, CA
98	Mobile Parks & Recreation, AL
99	Springfield Park District, IL
100	Augusta Parks & Recreation, GA

TIKTOK CITY RANKINGS



TIKTOK CITY RANKINGS

1	Elk Grove-Cosumnes Community Services District, CA	
2	Cleveland Metroparks, OH	
3	Minneapolis Park and Recreation Board, MN	
4	Rockford Park District, IL	
5	Cincinnati Parks, OH	
6	Daly City Recreation, CA	
7	Omaha Parks, Recreation & Public Property, NE	
8	Louisville Parks & Recreation, KY	
9	Downey Parks & Recreation, CA	
10	North Charleston Parks & Recreation, SC	
11	Tampa Parks & Recreation, FL	
12	Indy Parks & Recreation, IN	
13	Richmond Parks, Recreation & Community Services, VA	
14	Fishers Parks & Recreation, IN	
15	Fort Wayne Parks & Recreation, IN	
16	Springfield Park District, IL	
17	Chicago Park District, IL	
18	Seattle Parks & Recreation, WA	
19	Peoria Park District, IL	
20	Ontario Parks & Recreation, CA	

Note: The total count for agencies with TikTok is 37.

21	Spokane Parks & Recreation, WA
22	Fort Collins Recreation & Open Space, CO
23	Carmel Clay Parks & Recreation, IN
24	Winston-Salem Recreation & Parks, NC
25	Philadelphia Parks & Recreation, PA
26	Cincinnati Recreation Commission, OH
27	Austin Parks & Recreation, TX
28	Albany Parks & Recreation, NY
29	Dearborn Parks & Recreation, MI
30	Lewisville Parks & Recreation, TX
31	Dallas Parks & Recreation Department, TX
32	Houston Parks & Recreation, TX
33	Hayward Area Recreation & Park District, CA
34	Clarksville Parks & Recreation, TN
35	Pompano Beach Parks & Recreation, FL
36	Raleigh Parks, Recreation & Cultural Resources, NC
37	Kansas City Parks & Recreation, MO



KEY TAKEAWAYS

CITIES



The Top 10 agencies in the rankings are from 7 different states, with Ohio, California, and Texas having two agencies each.

California – 2

Idaho – 1

Michigan – 1

Ohio – 2

Oregon – 1

Texas – 2

Tennessee – 1



Followers - CITIES

Most agencies have higher follower counts on Facebook versus other social media with an average of 14,500+ on Facebook compared to 8,600+ for X (Twitter), 6,950+ for Instagram, and 310+ for YouTube. It is quite likely that since Facebook was available prior to X (Twitter), Instagram, and YouTube, it has been adopted by more agencies and used for a longer period of time. TikTok has only been available since 2018 and is still building its following in places where it is currently allowed for use.



Followers / Fans Per Capita - CITIES

Facebook has almost 3x as many fans / followers per capita as Instagram and almost 4x as many as X (Twitter). Adjusting for population, through followers / fans per capita, on average 0.63% of an agency's population is a fan / follower on Facebook, 0.22% on Instagram, 0.17% on Twitter, 0.008% on YouTube and 0.02% on TikTok.



Frequency Of Posting - CITIES

Agencies post on Facebook most frequently compared to sharing on any other social channel with an average of 1.07 posts / day on Facebook versus 0.85 tweets / day on X (Twitter) and 0.72 posts / day on Instagram. YouTube and TikTok have infrequent posting with an average of 0.03 posts/ day on YouTube and 0.02 posts / day on TikTok.



Interactions - CITIES

TikTok has the highest interactions per post of any social media (though the sample size and follower counts are currently small) with an average of 29% 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 remarkably high interactions.

Besides TikTok, Instagram has the highest interactions per post with an average of 0.9% of their followers interacting with each post while Facebook and X (Twitter) have average interaction levels of 0.3% and 0.07% respectively.

Instagram has 3x interactions per post compared to Facebook and 13x interactions per post compared to X (Twitter).



Posts

Average posts / day	1.07 (down from 1.23 in 2022)
Median posts / day	0.84 (down from 1.02 in 2022)
Most posts / day	<ol style="list-style-type: none"> 1. New Orleans Recreation Development Commission, LA 2. Detroit Parks & Recreation, MI 3. Nashville MetroParks, TN 4. Jurupa Area Recreation & Park District, CA 5. Pittsburgh Citiparks, PA 6. Lee's Summit Parks & Recreation, MO 7. Columbus Parks & Recreation, GA 8. Chattanooga Parks & Outdoors, TN 9. Raleigh Parks, Recreation & Cultural Resources, NC 10. Dallas Parks & Recreation Department, TX

Post Interactions

Average Interactions	0.29 (up from 0.21 in 2022)
Median Interactions	0.18 (up from 0.15 in 2022)
Most Interactions	<ol style="list-style-type: none"> 1. San Diego Parks & Recreation, CA 2. Elizabeth Recreation, NJ 3. Birmingham Parks & Recreation, AL 4. Hialeah Parks and Recreation, FL 5. Surprise Parks and Recreation, AZ 6. Providence Parks, RI 7. Newark Recreation, Cultural Affairs & Senior Services, NJ 8. North Charleston Parks & Recreation, SC 9. Quincy Recreation, MA 10. Pompano Beach Parks & Recreation, FL

*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



Fans / Followers*

Average Fans / Followers	14,547 (down from 21,255 in 2022; due to adding smaller cities with fewer total followers to the rankings model)
Median Fans / Followers	10,377 (down from 14,700 in 2022; due to adding smaller cities with fewer total followers to the rankings model)
Most Fans	<ol style="list-style-type: none"> 1. New York City Parks & Recreation, NY 2. Cleveland MetroParks, OH 3. Detroit Parks & Recreation, MI 4. Chicago Park District, IL 5. San Antonio Parks & Recreation, TX 6. Cincinnati Parks, OH 7. New Haven Youth & Recreation, CT 8. Austin Parks & Recreation, TX 9. Virginia Beach Parks & Recreation, VA 10. Indy Parks & Recreation, IN

Fans / Followers Per Capita**

Average Fans / Followers per capita	0.63 (up from 0.43 in 2022)
Median Fans / Followers per capita	0.47 (up from 0.31 in 2022)
Most Interactions	<ol style="list-style-type: none"> 1. Cleveland MetroParks, OH 2. New Haven Youth & Recreation, CT 3. Sugar Land Parks & Recreation, TX 4. Round Rock Parks & Recreation, TX 5. New Braunfels Parks & Recreation, TX 6. Fishers Parks & Recreation, IN 7. McAllen Parks & Recreation, TX 8. Conroe Parks & Recreation, TX 9. Clarksville Parks & Recreation, TN 10. Carmel Clay Parks & Recreation, IN

*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



Posts

Average posts / day	0.72 (down from 0.76 in 2022)
Median posts / day	0.48 (down from 0.51 in 2022)
Most posts / day	<ol style="list-style-type: none"> 1. New Orleans Recreation Development Commission, LA 2. Detroit Parks & Recreation, MI 3. Jurupa Area Recreation & Park District, CA 4. Pittsburgh Citiparks, PA 5. Raleigh Parks, Recreation & Cultural Resources, NC 6. Lee's Summit Parks & Recreation, MO 7. Chattanooga Parks & Outdoors, TN 8. Houston Parks & Recreation, TX 9. Seattle Parks & Recreation, WA 10. Rio Rancho Parks, Recreation & Community Services, NM

Post Interactions

Average Interactions	0.91 (down from 1.08 in 2022)
Median Interactions	0.65 (down from 0.78 in 2022)
Most Interactions	<ol style="list-style-type: none"> 1. Spokane Parks & Recreation, WA 2. Antioch Recreation Department, KS 3. Sterling Heights Parks & Recreation, MI 4. Pearland Parks & Recreation, TX 5. Overland Park Parks & Recreation, KS 6. Fullerton Parks & Recreation, CA 7. Orlando Families, Parks & Recreation, FL 8. Thornton Parks, Recreation & Community Programs, CO 9. North Charleston Parks & Recreation, SC 10. San Bernardino Parks, Recreation & Community Services, CA

▶ **INSTAGRAM**



Fans / Followers*

Average Fans / Followers	6,967 (down from 11,160 in 2022; due to adding smaller cities with fewer total followers to the rankings model)
Median Fans / Followers	3,262 (down from 3,736 in 2022; due to adding smaller cities with fewer total followers to the rankings model)
Most Fans	<ol style="list-style-type: none"> 1. New York City Parks & Recreation, NY 2. Cleveland MetroParks, OH 3. Cincinnati Parks, OH 4. Chicago Park District, IL 5. Boise Parks & Recreation, ID 6. Philadelphia Parks & Recreation, PA 7. Austin Parks & Recreation, TX 8. Detroit Parks & Recreation, MI 9. San Francisco Recreation & Parks, CA 10. Kansas City Parks & Recreation, MO

Fans / Followers Per Capita**

Average Fans / Followers per capita	0.22 (up from 0.18 in 2022)
Median Fans / Followers per capita	0.16 (up from 0.10 in 2022)
Most Fans per capita	<ol style="list-style-type: none"> 1. Cleveland MetroParks, OH 2. Cincinnati Parks, OH 3. Boise Parks & Recreation, ID 4. Temecula Community Services, CA 5. Bend Park & Recreation District, OR 6. Carmel Clay Parks & Recreation, IN 7. New Braunfels Parks & Recreation, TX 8. Spokane Parks & Recreation, WA 9. Clarksville Parks & Recreation, TN 10. Round Rock Parks & Recreation, AR

* 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



Posts

Average tweets / day	0.85 (down from 1.47 in 2022)
Median tweets / day	0.38 (down from 0.97 in 2022)
Most tweets / day	<ol style="list-style-type: none"> 1. San Francisco Recreation & Parks, CA 2. Washington D.C. Parks & Recreation, DC 3. Dallas Parks & Recreation, TX 4. Plano Parks & Recreation, TX 5. Pittsburgh Citiparks, PA 6. Raleigh Parks, Recreation & Cultural Resources, NC 7. Seattle Parks & Recreation, WA 8. Boston Parks & Recreation, MA 9. New York City Parks & Recreation, NY 10. Houston Parks & Recreation, TX

Tweet Interactions

Average Interactions	0.07 (same as 2022)
Median Interactions	0.03 (down from 0.04 in 2022)
Most Interactions	<ol style="list-style-type: none"> 1. Chattanooga Parks & Outdoors, TN 2. Santa Ana Parks & Recreation, CA 3. Carrollton Parks & Recreation, TX 4. Wichita Park & Recreation, KS 5. Orlando Families, Parks & Recreation, FL 6. Manchester Parks & Recreation, NH 7. Billings Parks & Recreation, MT 8. Lewisville Parks & Recreation, TX 9. Tucson Parks & Recreation, AZ 10. Virginia Beach Parks & Recreation, VA



Fans / Followers*

Average Fans / Followers	8,625 (down from 14,802 in 2022; due to changes at X (Twitter) resulting in reduced adoption and adding smaller cities with fewer total followers to the rankings model)
Median Fans / Followers	2,906 (down from 5,861 in 2022; due to changes at X (Twitter) resulting in reduced adoption and adding smaller cities with fewer total followers to the rankings model)
Most Fans / Followers	<ol style="list-style-type: none"> 1. New York City Department of Parks & Recreation, NY 2. Cleveland MetroParks, OH 3. Chicago Park District, IL 4. Seattle Parks & Recreation, WA 5. Cincinnati Parks, OH 6. San Francisco Recreation & Parks, CA 7. Philadelphia Parks & Recreation, PA 8. Washington DC Parks & Recreation, DC 9. Raleigh Parks, Recreation & Cultural Resources, NC 10. Indy Parks & Recreation, IN

Fans / Followers Per Capita**

Average Fans / Followers per capita	0.17 (down from 0.18 in 2022)
Median Fans / Followers per capita	0.11 (up from 0.10 in 2022)
Most Fans / Followers per capita	<ol style="list-style-type: none"> 1. Cleveland MetroParks, OH 2. Cincinnati Parks, OH 3. Fishers Parks & Recreation, IN 4. Ann Arbor Parks & Recreation, MI 5. Bend Park & Recreation District, OR 6. Naperville Park District, IL 7. Carmel Clay Parks & Recreation, IN 8. Boise Parks & Recreation, ID 9. Seattle Parks & Recreation, WA 10. McAllen Parks & Recreation, TX

* 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



Posts

Average posts / day	0.03 (down from 0.05 in 2022)
Median posts / day	0.004 (down from 0.01 in 2022)
Most posts / day	<ol style="list-style-type: none"> 1. Austin Parks & Recreation, TX 2. Dallas Parks & Recreation, TX 3. Minneapolis Park & Recreation Board, MN 4. Fargo Parks, ND 5. Milwaukee Recreation, WI 6. Washington DC Parks & Recreation, D.C. 7. Chicago Park District, IL 8. Rockford Park District, IL 9. Chesapeake Parks, Recreation & Tourism, VA 10. Portland Parks & Recreation, OR

Post Interactions

Average Interactions	0.39 (up from 0.26 in 2022)
Median Interactions	0.00 (down from 0.01 in 2022)
Most Interactions	<ol style="list-style-type: none"> 1. Mesquite Parks & Recreation, TX 2. Elgin Parks & Recreation, IL 3. Miami Parks & Recreation, FL 4. Concord Recreation, CA 5. Philadelphia Parks & Recreation, PA 6. Dearborn Parks & Recreation, MI 7. Columbus Recreation and Parks, OH 8. Columbus Parks & Recreation, GA 9. Providence Parks, RI 10. Tucson Parks & Recreation, AZ

YOUTUBE



Fans / Subscribers*

Average Fans / Subscribers	318 (down from 477 in 2022; due to and adding smaller cities with fewer total followers to the rankings model)
Median Fans / Followers	91 (down from 206 in 2022; due to and adding smaller cities with fewer total followers to the rankings model)
Most Fans	<ol style="list-style-type: none"> 1. New York City Department of Parks & Recreation, NY 2. Austin Parks & Recreation, TX 3. Chicago Park District, IL 4. Denver Parks & Recreation, CO 5. Tucson Parks & Recreation, AZ 6. Cleveland Metroparks, OH 7. San Francisco Recreation & Parks, CA 8. Des Moines Parks & Recreation, IA 9. Los Angeles Recreation & Parks, CA 10. Portland Parks & Recreation, OR

Fans / Subscribers Per Capita**

Average Fans / Subscribers per capita	0.008 (up from 0.006 in 2022)
Median Fans / Subscribers per capita	0.003 (same as 0.003 in 2022)
Most Fans / Subscribers per capita	<ol style="list-style-type: none"> 1. Daly City Recreation, CA 2. Rockford Park District, IL 3. Des Moines Parks & Recreation, IA 4. Carmel Clay Parks & Recreation, IN 5. Austin Parks & Recreation, TX 6. Cleveland Metroparks, OH 7. Tucson Parks & Recreation, AZ 8. Pasadena Parks, Recreation & Community Services, CA 9. Fullerton Parks & Recreation, CA 10. Elk Grove- Cosumnes Community Services District, CA

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

TIK TOK



Posts

Average posts / day	0.03 (same as 0.03 in 2022)
Median posts / day	0.01 (same as 0.01 in 2022)
Most posts / day	<ol style="list-style-type: none"> 1. Rockford Park District, IL 2. Daly City Recreation, CA 3. Cleveland MetroParks, OH 4. Elk Grove-Cosumnes Community Services District, CA 5. Tampa Parks & Recreation, FL 6. Downey Parks & Recreation, CA 7. Carmel Clay Parks & Recreation, IN 8. Springfield Park District, IL 9. North Charleston Parks & Recreation, SC 10. Seattle Parks & Recreation, WA

Post Interactions

Average Interactions	29 (down from 41 in 2022)
Median Interactions	0.00 (same as 0.00 in 2022)
Most Interactions	<ol style="list-style-type: none"> 1. Minneapolis Park & Recreation Board, MN 2. Seattle Parks & Recreation, WA 3. Cincinnati Parks, OH 4. Tampa Parks & Recreation, FL 5. Louisville Parks & Recreation, KY 6. Omaha Parks, Recreation & Public Property, NE 7. North Charleston Parks & Recreation, SC 8. Chicago Park District, IL 9. Richmond Parks, Recreation & Community Services, VA 10. Downey Parks & Recreation, CA



Followers*

Average Followers	429 (up from 195 in 2022)
Median Followers	101 (up from 59.5 in 2022)
Most Followers	<ol style="list-style-type: none"> 1. Elk Grove-Cosumnes Community Services District, CA 2. Cleveland MetroParks, OH 3. Rockford Park District, IL 4. Omaha Parks, Recreation & Public Property, NE 5. Indy Parks & Recreation, IN 6. Peoria Park District, IL 7. Ontario Parks & Recreation, CA 8. Daly City Recreation, CA 9. Louisville Parks & Recreation, KY 10. Cincinnati Parks, OH

Fans / Subscribers Per Capita**

Average Followers per capita	0.02 (up from 0.004 in 2022)
Median Followers per capita	0.005 (up from 0.001 in 2022)
Most Followers per capita	<ol style="list-style-type: none"> 1. Elk Grove-Cosumnes Community Services District, CA 2. Cleveland MetroParks, OH 3. Rockford Park District, IL 4. Daly City Recreation, CA 5. Peoria Park District, IL 6. Ontario Parks & Recreation, CA 7. Downey Parks & Recreation, CA 8. Omaha Parks, Recreation & Public Property, NE 9. Indy Parks & Recreation, IN 10. Fishers Parks & Recreation, IN

* 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

CHANGE FROM 2022 TO 2023

Trends between 2022 and 2023 revealed insights in engagement across agencies and social media platforms.

Posts: All social media have fewer average and median posts / day in 2023 as compared to 2022 with TikTok being unchanged.

Interactions: Facebook is the only one with higher average and median interactions per post in 2023 compared to 2022.

Fans / Followers: Tik Tok is the only one with an increase in average and median fans from 2022 to 2023.

Per Capita Fans / Followers: Only X (Twitter) has fewer average and median per capita fans / followers in 2023 compared to 2022.

	Posts Average / Day			Posts Median / Day		
	2022	2023	% change	2022	2023	% change
Facebook	1.23	1.07	-13%	1.02	0.84	-18%
Instagram	0.76	0.72	-5%	0.51	0.48	-6%
X (Twitter)	1.47	0.85	-42%	0.97	0.38	-61%
YouTube	0.05	0.03	-40%	0.01	0.004	-60%
TikTok	0	0	0%	0	0	0%
	Post Interactions Average Interactions			Post Interactions Median Interactions		
	2022	2023	% change	2022	2023	% change
Facebook	0.21	0.29	38%	0.15	0.18	20%
Instagram	1.08	0.91	-16%	0.78	0.65	-17%
X (Twitter)	0.07	0.07	0%	0.04	0.03	-25%
YouTube	0.26	0.39	50%	0.01	0.00	-100%
TikTok	41	29	-29%	0.01	0.00	-100%
	Fans / Followers Average #			Fans / Followers Median #		
	2022	2023	% change	2022	2023	% change
Facebook	21255	14547	-32%	14700	10,377	-29%
Instagram	11160	6967	-38%	3736	3262	-13%
X (Twitter)	14,802	8625	-42%	5861	2906	-50%
YouTube	477	322	-32%	206	91	-56%
TikTok	195	429	120%	59.5	101	70%
	Fans / Followers Per Capita Average #			Fans / Followers Per Capita Median #		
	2022	2023	% change	2022	2023	% change
Facebook	0.43	0.63	47%	0.31	0.47	52%
Instagram	0.18	0.22	22%	0.1	0.16	60%
X (Twitter)	0.18	0.17	-6%	0.1	0.11	10%
YouTube	0.006	0.008	33%	0.003	0	0%
TikTok	0.004	0.02	400%	0.001	0.005	400%

Agencies

Out of the 91 agencies ranked in the 2022 Social Media Ranking, 64 agencies showed an overall improvement in social media use and engagement in 2023.

The largest improvement was observed with Facebook use with

68 agencies showing improvement followed by Instagram with 59 agencies improving their Instagram engagement and 25 agencies improving their X (Twitter) engagement. Only 4 and 5 agencies improved their YouTube and TikTok engagement, respectively.

OVERALL INCREASE - CITIES

Top 20 agencies with the most Overall Social Media Engagement increase from 2022-2023 (ranked):

1	Boise Parks & Recreation, ID	
2	Cleveland Metroparks, OH	
3	Santa Ana Parks & Recreation, IN	
4	Scottsdale Parks & Recreation, AZ	
5	Washington DC Parks & Recreation, DC	
6	Arlington Parks & Recreation, TX	
7	Memphis Parks, TN	
8	Omaha Parks, Recreation & Public Property, NE	
9	Winston-Salem Recreation & Parks, NC	
10	Fresno PARCS, CA	
11	Spokane Parks & Recreation, WA	
12	St. Paul Parks & Recreation, MN	
13	Raleigh Parks, Recreation & Cultural Resources, NC	
14	Richmond Parks, Recreation & Community Services, VA	
15	San Antonio Parks & Recreation, TX	
16	Seattle Parks & Recreation, WA	
17	Fort Wayne Parks & Recreation, IN	
18	Tucson Parks & Recreation, AZ	
19	Lincoln Parks & Recreation, NB	
20	Pittsburgh Citiparks, PA	

▶ FACEBOOK INCREASE (2022 – 2023)



Top 20 agencies with the **Highest Increase in Facebook Engagement** from 2022-2023 (ranked):

1	Boise Parks & Recreation, ID	
2	Pittsburgh Citiparks, PA	
3	Omaha Parks, Recreation & Public Property, NE	
4	Memphis Parks, TN	
5	St. Paul Parks & Recreation, MN	
6	Tucson Parks & Recreation, AZ	
7	Winston-Salem Recreation & Parks, NC	
8	Lincoln Parks & Recreation, NB	
9	Louisville Parks & Recreation, KY	
10	Boston Parks & Recreation, MA	
11	Fresno PARCS, CA	
12	Minneapolis Park and Recreation Board, MN	
13	Milwaukee Recreation, WI	
14	Fort Wayne Parks & Recreation, IN	
15	Tulsa Park & Recreation, OK	
16	Phoenix Parks & Recreation, AZ	
17	Spokane Parks & Recreation, WA	
18	Virginia Beach Parks & Recreation, VA	
19	Colorado Springs Parks, Recreation & Cultural Services, CO	
20	San Antonio Parks & Recreation, TX	

▶ INSTAGRAM INCREASE (2022 – 2023)



Top 20 agencies with the **Highest Increase in Instagram Engagement** from 2022-2023 (ranked):

1	Cleveland Metroparks, OH	
2	Santa Ana Parks & Recreation, IN	
3	Boise Parks & Recreation, ID	
4	Detroit Parks & Recreation, MI	
5	Scottsdale Parks & Recreation, AZ	
6	Washington DC Parks & Recreation, DC	
7	Arlington Parks & Recreation, TX	
8	Cincinnati Parks, OH	
9	Seattle Parks & Recreation, WA	
10	Richmond Parks, Recreation & Community Services, VA	
11	Spokane Parks & Recreation, WA	
12	Raleigh Parks, Recreation & Cultural Resources, NC	
13	Fresno PARCS, CA	
14	New York City Parks & Recreation, NY	
15	Winston-Salem Recreation & Parks, NC	
16	Dallas Parks & Recreation Department, TX	
17	San Bernardino Parks, Recreation & Community Services, CA	
18	Memphis Parks, TN	
19	San Antonio Parks & Recreation, TX	
20	Sacramento Youth, Parks & Community Enrichment, CA	

➤ X (TWITTER) INCREASE (2022 – 2023)



Top 20 agencies with the **Highest Increase in Engagement on X (Twitter)** from 2022-2023 (ranked):

1	Washington DC Parks & Recreation, DC	
2	Raleigh Parks, Recreation & Cultural Resources, NC	
3	St. Paul Parks & Recreation, MN	
4	Santa Ana Parks & Recreation, IN	
5	Memphis Parks, TN	
6	New Orleans Parks & Parkways, LA	
7	Miami Parks & Recreation, FL	
8	San Antonio Parks & Recreation, TX	
9	Fort Wayne Parks & Recreation, IN	
10	Durham Parks & Recreation, NC	
11	Baltimore Recreation & Parks, MD	
12	Tampa Parks & Recreation, FL	
13	Spokane Parks & Recreation, WA	
14	Austin Parks & Recreation, TX	
15	Madison Parks, WI	
16	Virginia Beach Parks & Recreation, VA	
17	Omaha Parks, Recreation & Public Property, NE	
18	Houston Parks & Recreation, TX	
19	Colorado Springs Parks, Recreation & Cultural Services, CO	
20	Columbus Recreation & Parks, OH	

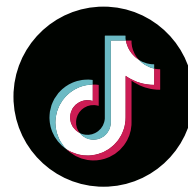
▶ YOUTUBE INCREASE (2022 – 2023)



The following agencies had an **Increase in Engagement on YouTube** from 2022-2023 (ranked):

1	Tucson Parks & Recreation, AZ	
2	Washington DC Parks & Recreation, DC	
3	Columbus Recreation & Parks, OH	
4	Austin Parks & Recreation, TX	

▶ TIKTOK INCREASE (2022 – 2023)



The following agencies had an **Increase in Engagement on TikTok** from 2022-2023 (ranked):

1	Minneapolis Park and Recreation Board, MN	
2	Cincinnati Parks, OH	
3	Omaha Parks, Recreation & Public Property, NE	
4	Cleveland Metroparks, OH	
5	Chicago Park District, IL	



5.

METHODOLOGY

THE 267 CITIES WERE SOURCED FROM THE U.S. CENSUS DATA AND **INCLUDE ALL CITIES WITH A POPULATION GREATER THAN 100,000 RESIDENTS THAT HAVE A PARKS AND RECREATION AGENCY.**

As indicated in the Findings, these rankings include Facebook, Instagram, (X) 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.**

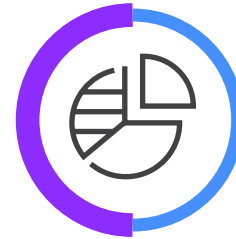
5.1 DATA SOURCES



Agency websites



Agency social media accounts



Social media analytics tools



US Census



National Recreation and Park Association



ETC Institute

5.2 RANKINGS MODEL

The model includes:

- Followers

The total followers that an agency's individual social media account had at the end of 2023.
- Frequency of Posting

The frequency with which an agency posted on each social media account during the year 2023.
- Follower Interactions

The total interactions that followers had with each social media account during the year 2023.
- Agency Population

The agency's total estimated population, released in 2023.



6. NEXT PRACTICE PARTNERS

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WHO WE ARE



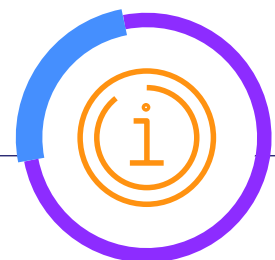
NEXT PRACTICE PARTNERS, LLC.

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



The Company is based in Central Indiana and our team works globally. Our team's **50+ years of experience spans Fortune 100 Companies** including Disney and Target, the Summer Olympics and Paralympics, The Super Bowl, NBA All-Star, TEDx and gold medal parks and recreation agencies.

Know More



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7.

APPENDICES

APPENDIX 1 – OVERALL RANKINGS



Note: This is the complete list of the overall rankings for all 267 cities included in this report.

1	Cleveland Metroparks, OH	29	Peoria Park District, IL
2	Chattanooga Parks & Outdoors, TN	30	Waco Parks & Recreation, TX
3	Cincinnati Parks, OH	31	Fishers Parks & Recreation, IN
4	Boise Parks & Recreation, ID	32	Syracuse Parks & Recreation, NY
5	Hillsboro Parks & Recreation, OR	33	Lexington Parks & Recreation, KY
6	Detroit Parks & Recreation, MI	34	Hesperia Recreation & Park District, CA
7	Temecula Community Services, CA	35	Everett Parks & Community Services, WA
8	Roseville Parks, Recreation & Libraries, CA	36	Thousand Oaks - Conejo Recreation & Park District, CA
9	Round Rock Parks & Recreation, TX	37	Bend Park & Recreation District, OR
10	New Braunfels Parks & Recreation, TX	38	Vacaville Parks & Recreation, CA
11	Grand Rapids Parks & Recreation, MI	39	Elk Grove - Cosumnes Community Services District, CA
12	Spokane Parks & Recreation, WA	40	Mobile Parks & Recreation, AL
13	High Point Parks & Recreation, NC	41	Milwaukee Recreation, WI
14	Tyler Parks and Recreation, TX	42	Pasadena Parks & Recreation, TX
15	Rialto Parks, Recreation & Community Services, CA	43	San Bernardino Parks, Recreation & Community Services, CA
16	Brownsville Parks & Recreation, TX	44	Carmel Clay Parks & Recreation, IN
17	Goodyear Parks & Recreation, AZ	45	Santa Ana Parks & Recreation, IN
18	Pomona Community Services, CA	46	Denton Parks & Recreation, TX
19	Jurupa Area Recreation & Park District, CA	47	Riverside Parks, Recreation & Community Services CA
20	McAllen Parks & Recreation, TX	48	Seattle Parks & Recreation, WA
21	Santa Maria Recreation & Parks, CA	49	Boulder Parks & Recreation, CO
22	Minneapolis Park and Recreation Board, MN	50	San Francisco Recreation & Parks, CA
23	Lee's Summit Parks & Recreation, MO	51	Fullerton Parks & Recreation, CA
24	Fort Lauderdale Parks & Recreation, FL	52	Overland Park Parks & Recreation, KS
25	Pompano Beach Parks & Recreation, FL	53	Pearland Parks & Recreation, TX
26	Pueblo Parks & Recreation, CO	54	Lakeland Parks, Recreation, & Cultural Arts, FL
27	Pittsburgh Citiparks, PA		
28	Oxnard Recreation & Community Services, CA		

55	St. Paul Parks & Recreation, MN	86	Raleigh Parks, Recreation & Cultural Resources, NC
56	Allen Parks & Recreation, TX	87	North Charleston Parks & Recreation, SC
57	Greensboro Parks & Recreation, NC	88	Daly City Recreation, CA
58	Scottsdale Parks & Recreation, AZ	89	Plano Parks & Recreation, TX
59	Oceanside Parks & Recreation, CA	90	Modesto Parks, Recreation, & Neighborhoods, CA
60	Fargo Park District, ND	91	Greater Vallejo Recreation District, CA
61	Boston Parks & Recreation, MA	92	Sterling Heights Parks & Recreation, MI
62	Grand Prairie Parks, Arts & Recreation, TX	93	Santa Rosa Recreation & Parks, CA
63	Sioux Falls Parks & Recreation, SD	94	New York City Parks & Recreation, NY
64	Des Moines Parks & Recreation, IA	95	Vancouver Parks, Recreation & Cultural Services, WA
65	Rio Rancho Parks, Recreation & Community Services, NM	96	Kansas City Parks & Recreation, MO
66	San Antonio Parks & Recreation, TX	97	Buckeye Parks & Recreation, AZ
67	Springfield Park District, IL	98	Green Bay Parks, Recreation & Forestry, WI
68	Clarksville Parks & Recreation, TN	99	St. Petersburg Parks & Recreation, FL
69	Frisco Parks & Recreation, TX	100	Cedar Rapids Parks & Recreation, IA
70	Warren Parks & Recreation, MI	101	Madison Parks, WI
71	Murfreesboro Parks & Recreation, TN	102	Colorado Springs Parks, Recreation & Cultural Services, CO
72	Winston-Salem Recreation & Parks, NC	103	Santa Clara Parks & Recreation, CA
73	Durham Parks & Recreation, NC	104	McKinney Parks & Recreation, TX
74	Surprise Parks & Recreation, AZ	105	Las Cruces Parks & Recreation, NM
75	Gilbert Parks & Recreation, AZ	106	San Mateo Parks & Recreation, CA
76	South Bend Venues Parks & Arts, IN	107	Fresno PARCS, CA
77	Anchorage Parks & Recreation, AK	108	Downey Parks & Recreation, CA
78	Westminster Parks, Recreation & Libraries, CO	109	Memphis Parks, TN
79	Rockford Park District, IL	110	Joliet Park District, IL
80	Arlington Parks & Recreation, TX	111	Lansing Parks & Recreation, MI
81	Shreveport Public Assembly & Recreation, LA	112	Omaha Parks, Recreation & Public Property, NE
82	Clearwater Parks & Recreation, FL	113	Abilene Parks & Recreation, TX
83	Kent Parks, Recreation & Community Services, WA	114	Akron Recreation & Parks, OH
84	Washington DC Parks & Recreation, DC	115	Louisville Parks & Recreation, KY
85	Eugene Parks & Open Space, OR		

116	Tampa Parks & Recreation, FL	147	Indy Parks & Recreation, IN
117	Laredo Parks & Recreation, TX	148	Charleston Recreation, SC
118	Wichita Park & Recreation, KS	149	Norman Parks & Recreation, OK
119	Portland Parks & Recreation, OR	150	Columbus Parks & Recreation, GA
120	Nampa Parks & Recreation, ID	151	Chesapeake Parks, Recreation & Tourism, VA
121	Rochester Park & Recreation, MN	152	Tucson Parks & Recreation, AZ
122	Cape Coral Parks & Recreation, FL	153	Quincy Recreation, MA
123	Richmond Parks, Recreation & Community Services, VA	154	Lincoln Parks & Recreation, NE
124	Chula Vista Parks & Recreation, CA	155	New Orleans Recreation Development Commission, LA
125	Meridian Parks & Recreation, ID	156	Corpus Christi Parks & Recreation, TX
126	Naperville Park District, IL	157	Greeley Culture, Parks & Recreation, CO
127	Virginia Beach Parks & Recreation, VA	158	League City Parks & Recreation, TX
128	Orange Community Services, CA	159	Carrollton Parks & Recreation, TX
129	Aurora Parks, Recreation & Open Space, CO	160	Phoenix Parks & Recreation, AZ
130	Wilmington Parks & Recreation, DE	161	Columbus Recreation & Parks, OH
131	Austin Parks & Recreation, TX	162	Garland Parks, Recreation & Cultural Arts, TX
132	Mesa Parks, Recreation & Community Facilities, AZ	163	Irving Parks & Recreation, TX
133	Albany Parks & Recreation, NY	164	Baltimore Recreation & Parks, MD
134	Antioch Recreation Department, CA	165	Little Rock Parks & Recreation, AR
135	Columbia Parks & Recreation, MO	166	Davenport Parks & Recreation, IA
136	Conroe Parks & Recreation, TX	167	Broken Arrow Parks & Recreation, OK
137	Hampton Parks, Recreation & Leisure Services, VA	168	Tempe Parks & Recreation, AZ
138	Lubbock Parks & Recreation, TX	169	Fremont Parks & Recreation, CA
139	Fort Wayne Parks & Recreation, IN	170	Dearborn Parks & Recreation, MI
140	Providence Parks, RI	171	Dallas Parks & Recreation Department, TX
141	Thornton Parks, Recreation & Community Programs, CO	172	Lewisville Parks & Recreation, TX
142	Hialeah Parks & Recreation, FL	173	Orlando Families, Parks & Recreation, FL
143	Burbank Parks & Recreation, CA	174	Rochester Recreation & Human Services, NY
144	Cincinnati Recreation Commission, OH	175	Wichita Falls Parks & Recreation, KS
145	Richardson Parks & Recreation, TX	176	Norfolk Parks & Recreation, VA
146	Sugar Land Parks & Recreation, TX	177	Independence Parks, Recreation & Tourism, MO
		178	Miami Parks & Recreation, FL

179	Glendale Community Services & Parks, CA	210	Miramar Parks & Recreation, FL
180	Billings Parks & Recreation, MT	211	Hayward Area Recreation & Park District, CA
181	Sacramento Youth, Parks & Community Enrichment, CA	212	Elizabeth Recreation, NJ
182	Ventura Parks & Recreation, CA	213	Alexandria Recreation, Parks & Cultural Activities, VA
183	Palm Bay Parks & Recreation, FL	214	Jacksonville Parks, Recreation & Community Services, FL
184	Atlanta Parks & Recreation, GA	215	Stamford Parks & Recreation, CT
185	El Paso Parks & Recreation, TX	216	Davie Parks, Recreation & Cultural Arts, FL
186	New Bedford Parks, Recreation & Beaches, MA	217	Fairfield Parks & Recreation, CA
187	San José Parks, Recreation & Neighborhood Services, CA	218	Chandler Parks & Recreation, AZ
188	Manchester Parks & Recreation, NH	219	Lakewood Parks & Recreation, CO
189	Tallahassee Parks, Recreation & Neighborhood Affairs, FL	220	Nashville Metro Parks, TN
190	Tulsa Park & Recreation, OK	221	New Orleans Parks & Parkways, LA
191	Knoxville Parks & Recreation, TN	222	Renton Parks & Recreation, WA
192	Philadelphia Parks & Recreation, PA	223	Palmdale Parks & Recreation, CA
193	Long Beach Parks, Recreation & Marine, CA	224	Jackson Parks & Recreation, MS
194	Fort Collins Recreation & Open Space, CO	225	Amarillo Parks & Recreation, TX
195	Augusta Parks & Recreation, GA	226	South Fulton Parks, Recreation & Cultural Affairs, GA
196	Denver Parks & Recreation, CO	227	Glendale Parks & Recreation, AZ
197	Elgin Parks & Recreation, IL	228	Bellevue Parks & Community Services, WA
198	Murrieta Parks & Recreation, CA	229	Albuquerque Parks & Recreation, NM
199	Newport News Parks & Recreation, VA	230	Visalia Parks & Recreation, CA
200	Olathe Parks & Recreation, KS	231	Los Angeles Recreation & Parks, CA
201	Eugene Recreation, OR	232	Rancho Cucamonga Community Services, CA
202	Torrance Recreation, CA	233	Bakersfield Recreation & Parks, CA
203	Evansville Parks & Recreation, IN	234	Coral Springs Parks & Recreation, FL
204	Richmond Community Services, CA	235	Oklahoma City Parks & Recreation, OK
205	Ann Arbor Parks & Recreation, MI	236	Concord Parks & Recreation, CA
206	Chicago Park District, IL	237	Lakewood Parks, Forestry & Open Space, CO
207	Sunnyvale Recreation & Community, VA	238	Houston Parks & Recreation, TX
208	Anaheim Community Services, CA	239	Gainesville Parks, Recreation & Culture, FL
209	Corona Recreation, CA	240	San Diego Parks & Recreation, CA

241	Provo Recreation, UT
242	Paterson Parks & Recreation, NJ
243	Costa Mesa Parks & Community Services, CA
244	Birmingham Park & Recreation, AL
245	Sandy Springs Recreation & Parks, GA
246	Provo Parks, UT
247	Providence Recreation, RI
248	Stockton Community Services, CA
249	Fort Worth Parks & Recreation, TX
250	Oakland Parks, Recreation & Youth Development, CA
251	Newark Recreation, Cultural Affairs & Senior Services, NJ
252	Montgomery Parks & Recreation & Special Events, AL
253	Salem Recreation Services, OR
254	Columbia Parks & Recreation, SC
255	Henderson Parks & Recreation, NV
256	Beaumont Recreation, TX
257	Pasadena Parks, Recreation & Community Services, CA
258	New Haven Youth & Recreation, CT
259	St. George Parks, Trails & Cemetery, UT
260	Allentown Parks & Recreation, PA
261	Arvada Parks, Trails and Open Space, CO
262	Garden Grove Community Services, CA
263	West Palm Beach Parks & Recreation, FL
264	West Valley City Parks & Recreation, UT
265	Ontario Parks & Recreation, CA
266	Mesquite Parks & Recreation, TX
267	Miami Gardens Parks & Recreation, FL

APPENDIX 2 – FACEBOOK RANKINGS



Note: This is the complete list of Facebook Rankings for all 258 cities with a dedicated account.

1	Chattanooga Parks & Outdoors, TN	30	St. Paul Parks & Recreation, MN
2	Hillsboro Parks & Recreation, OR	31	Pittsburgh Citiparks, PA
3	Cleveland Metroparks, OH	32	Bend Park & Recreation District, OR
4	Tyler Parks and Recreation, TX	33	Surprise Parks & Recreation, AZ
5	Round Rock Parks & Recreation, TX	34	Warren Parks & Recreation, MI
6	High Point Parks & Recreation, NC	35	Greensboro Parks & Recreation, NC
7	New Braunfels Parks & Recreation, TX	36	Denton Parks & Recreation, TX
8	Spokane Parks & Recreation, WA	37	Westminster Parks, Recreation & Libraries, CO
9	Detroit Parks & Recreation, MI	38	Pasadena Parks & Recreation, TX
10	Roseville Parks, Recreation & Libraries, CA	39	Lexington Parks & Recreation, KY
11	Cincinnati Parks, OH	40	Vacaville Parks & Recreation, CA
12	Pueblo Parks & Recreation, CO	41	Clearwater Parks & Recreation, FL
13	Boise Parks & Recreation, ID	42	Springfield Park District, IL
14	Everett Parks & Community Services, WA	43	Lakeland Parks, Recreation, & Cultural Arts, FL
15	Lee's Summit Parks & Recreation, MO	44	Sioux Falls Parks & Recreation, SD
16	Brownsville Parks & Recreation, TX	45	McAllen Parks & Recreation, TX
17	Grand Rapids Parks & Recreation, MI	46	Rio Rancho Parks, Recreation & Community Services, CA
18	Fort Lauderdale Parks & Recreation, FL	47	Boston Parks & Recreation, MA
19	Syracuse Parks & Recreation, NY	48	Grand Prairie Parks, Arts & Recreation, TX
20	Pompano Beach Parks & Recreation, FL	49	Cedar Rapids Parks & Recreation, IA
21	Peoria Park District, IL	50	Shreveport Public Assembly & Recreation, LA
22	Milwaukee Recreation, WI	51	North Charleston Parks & Recreation, SC
23	Goodyear Parks & Recreation, AZ	52	Des Moines Parks & Recreation, IA
24	Allen Parks & Recreation, TX	53	McKinney Parks & Recreation, TX
25	Waco Parks & Recreation, WA	54	South Bend Venues Parks & Arts, IN
26	Pearland Parks & Recreation, TX	55	Kent Parks, Recreation & Community Services, WA
27	Overland Park Parks & Recreation, KS		
28	Mobile Parks & Recreation, AL		
29	Fargo Park District, ND		

56	Clarksville Parks & Recreation, TN	88	Hampton Parks, Recreation & Leisure Services, VA
57	Santa Maria Recreation & Parks, CA	89	Lubbock Parks & Recreation, TX
58	Sterling Heights Parks & Recreation, MI	90	Memphis Parks, TN
59	Murfreesboro Parks & Recreation, TN	91	Naperville Park District, IL
60	Fishers Parks & Recreation, IN	92	Nampa Parks & Recreation, ID
61	Jurupa Area Recreation & Park District, CA	93	Durham Parks & Recreation, NC
62	Oxnard Recreation & Community Services, CA	94	Columbus Parks & Recreation, GA
63	Las Cruces Parks & Recreation, NM	95	Columbia Parks & Recreation, MO
64	Laredo Parks & Recreation, TX	96	Virginia Beach Parks & Recreation, VA
65	Rockford Park District, IL	97	Louisville Parks & Recreation, KY
66	San Antonio Parks & Recreation, TX	98	Quincy Recreation, MA
67	Rochester Park & Recreation, MN	99	Colorado Springs Parks, Recreation & Cultural Services, CO
68	Thousand Oaks-Conejo Recreation & Park District, CA	100	Seattle Parks & Recreation, WA
69	Joliet Park District, IL	101	Modesto Parks, Recreation, & Neighborhoods, CA
70	Akron Recreation & Parks, OH	102	Corpus Christi Parks & Recreation, TX
71	Abilene Parks & Recreation, TX	103	Norman Parks & Recreation, OK
72	Meridian Parks & Recreation, ID	104	Tucson Parks & Recreation, AZ
73	Minneapolis Park and Recreation Board, MN	105	Lincoln Parks & Recreation, NE
74	Omaha Parks, Recreation & Public Property, NE	106	Carmel Clay Parks & Recreation, IN
75	Wilmington Parks & Recreation, DE	107	League City Parks & Recreation, TX
76	Hesperia Recreation & Park District, CA	108	Cape Coral Parks & Recreation, FL
77	Santa Rosa Recreation & Parks, CA	109	Carrollton Parks & Recreation, TX
78	Green Bay Parks, Recreation & Forestry, WI	110	Kansas City Parks & Recreation, MO
79	Winston-Salem Recreation & Parks, NC	111	Irving Parks & Recreation, TX
80	Anchorage Parks & Recreation, AK	112	Oceanside Parks & Recreation, CA
81	Wichita Park & Recreation, KS	113	Davenport Parks & Recreation, IA
82	Temecula Community Services, CA	114	Broken Arrow Parks & Recreation, OK
83	Conroe Parks & Recreation, TX	115	Chesapeake Parks, Recreation & Tourism, VA
84	Lansing Parks & Recreation, MI	116	Elk Grove-Cosumnes Community Services District, CA
85	Frisco Parks & Recreation, TX	117	Cincinnati Recreation Commission, OH
86	Providence Parks, RI	118	Plano Parks & Recreation, TX
87	St. Petersburg Parks & Recreation, FL	119	Garland Parks, Recreation & Cultural Arts, TX

120	Fresno PARCS, CA	150	Aurora Parks, Recreation & Open Space, CO
121	Sugar Land Parks & Recreation, TX	151	Lewisville Parks & Recreation, TX
122	Little Rock Parks & Recreation, AR	152	Billings Parks & Recreation, MT
123	Buckeye Parks & Recreation, AZ	153	Augusta Parks & Recreation, GA
124	Albany Parks & Recreation, NY	154	Dearborn Parks & Recreation, MI
125	Fort Wayne Parks & Recreation, IN	155	Tulsa Park & Recreation, OK
126	Richardson Parks & Recreation, TX	156	Mesa Parks & Recreation, AZ
127	Wichita Falls Parks & Recreation, KS	157	Austin Parks & Recreation, TX
128	Tampa Parks & Recreation, FL	158	Norfolk Parks & Recreation, VA
129	Eugene Parks & Open Space, OR	159	Fort Collins Recreation & Open Space, CO
130	Independence Parks, Recreation & Tourism, MO	160	Olathe Parks & Recreation, KS
131	Boulder Parks & Recreation, CO	161	Elgin Parks & Recreation, IL
132	Arlington Parks & Recreation, TX	162	Antioch Recreation Department, KS
133	San Francisco Recreation & Parks, CA	163	El Paso Parks & Recreation, TX
134	Ventura Parks & Recreation, CA	164	San Mateo Parks & Recreation, CA
135	Richmond Parks, Recreation & Community Services, VA	165	Knoxville Parks and Recreation, TX
136	Palm Bay Parks & Recreation, FL	166	Riverside Parks, Recreation & Community Services, CA
137	Santa Ana Parks & Recreation, CA	167	Columbus Recreation and Parks, OH
138	Rochester Recreation & Human Services, NY	168	Raleigh Parks, Recreation & Cultural Resources, NC
139	Gilbert Parks & Recreation, AZ	169	Evansville Parks & Recreation, IN
140	Scottsdale Parks & Recreation, AZ	170	Vancouver Parks, Recreation & Cultural Services, WA
141	Greater Vallejo Recreation District, CA	171	Indy Parks & Recreation, IN
142	New Bedford Parks, Recreation & Beaches, MA	172	Alexandria Recreation, Parks & Cultural Activities, VA
143	Daly City Recreation, CA	173	Dallas Parks & Recreation Department, TX
144	Portland Parks & Recreation, OR	174	Charleston Recreation, SC
145	Santa Clara Parks & Recreation, CA	175	Davie Parks, Recreation & Cultural Arts, FL
146	Madison Parks, WI	176	Fullerton Parks & Recreation, CA
147	Thornton Parks, Recreation & Community Programs, CO	177	Phoenix Parks & Recreation, AZ
148	Manchester Parks & Recreation, NH	178	Fairfield Parks & Recreation, CA
149	Tallahassee Parks, Recreation & Neighborhood Affairs, FL	179	San Bernardino Parks, Recreation & Community Services, CA

180	Rialto Parks, Recreation & Community Services, CA	211	Long Beach Parks, Recreation & Marine, CA
181	Jacksonville Parks, Recreation & Community Services, FL	212	Orange Community Services, CA
182	Newport News Parks & Recreation, VA	213	Sunnyvale Recreation & Community, CA
183	Greeley Culture, Parks & Recreation, CO	214	Glendale Community Services & Parks, CA
184	Renton Parks & Recreation, WA	215	Chula Vista Parks & Recreation, CA
185	Palmdale Parks & Recreation, CA	216	Miami Parks & Recreation, FL
186	Tempe Parks & Recreation, AZ	217	South Fulton Parks, Recreation & Cultural Affairs, GA
187	Jackson Parks & Recreation, MS	218	Provo Recreation, UT
188	Nashville Metro Parks, TN	219	Washington DC Parks & Recreation, DC
189	Atlanta Parks & Recreation, GA	220	Paterson Parks & Recreation, NJ
190	Burbank Parks & Recreation, CA	221	Costa Mesa Parks & Community Services, CA
191	Fremont Parks & Recreation, CA	222	Elizabeth Recreation, NJ
192	Amarillo Parks & Recreation, TX	223	San José Parks, Recreation & Neighborhood Services, CA
193	Baltimore Recreation & Parks, MD	224	Denver Parks & Recreation, CO
194	Stamford Parks & Recreation, CT	225	Glendale Parks & Recreation, AZ
195	Chicago Park District, IL	226	Albuquerque Parks & Recreation, NM
196	Orlando Families, Parks & Recreation, FL	227	Sandy Springs Recreation & Parks, CA
197	Visalia Parks & Recreation, CA	228	Provo Parks, UT
198	Bellevue Parks & Community Services, WA	229	Providence Recreation, RI
199	Philadelphia Parks & Recreation, PA	230	Torrance Recreation, CA
200	New Orleans Recreation Development Commission, LA	231	Eugene Recreation, OR
201	Rancho Cucamonga Community Services, CA	232	Hayward Area Recreation & Park District, CA
202	Bakersfield Recreation & Parks, CA	233	Stockton Community Services, CA
203	Coral Springs Parks & Recreation, FL	234	Anaheim Community Services, CA
204	Concord Parks & Recreation, CA	235	Corona Recreation, CA
205	New York City Parks & Recreation, NY	236	Houston Parks & Recreation, TX
206	Lakewood Parks & Recreation, CO	237	Fort Worth Parks & Recreation, TX
207	Sacramento Youth, Parks & Community Enrichment, CA	238	Downey Parks & Recreation, CA
208	Richmond Community Services, CA	239	Newark Recreation, Cultural Affairs & Senior Services, NJ
209	Gainesville Parks, Recreation & Culture, FL	240	Chandler Parks & Recreation, AZ
210	Oklahoma City Parks & Recreation, OK	241	Birmingham Park & Recreation, AL

242	Hialeah Parks & Recreation, FL
243	Los Angeles Recreation & Parks, CA
244	Oakland Parks, Recreation & Youth Development, CA
245	Salem Recreation Services, OR
246	Miramar Parks & Recreation, FL
247	Henderson Parks & Recreation, NV
248	Beaumont Recreation, CA
249	San Diego Parks & Recreation, CA
250	Ann Arbor Parks & Recreation, MI
251	Pasadena Parks, Recreation & Community Services, CA
252	Columbia Parks & Recreation, SC
253	Garden Grove Community Services, CA
254	New Haven Youth & Recreation, CT
255	St. George Parks, Trails & Cemetery, UT
256	Montgomery Parks & Recreation & Special Events, AL
257	West Palm Beach Parks & Recreation, FL
258	West Valley City Parks & Recreation, UT



APPENDIX 3 – INSTAGRAM RANKINGS



Note: This is the complete list of Instagram Rankings for all 212 cities with a dedicated account.

1	Cleveland Metroparks, OH	27	Fishers Parks & Recreation, IN
2	Cincinnati Parks, OH	28	Boulder Parks & Recreation, CO
3	Boise Parks & Recreation, ID	29	Carmel Clay Parks & Recreation, IN
4	Temecula Community Services, CA	30	Scottsdale Parks & Recreation, AZ
5	Detroit Parks & Recreation, MI	31	Brownsville Parks & Recreation, TX
6	Chattanooga Parks & Outdoors, TN	32	Spokane Parks & Recreation, WA
7	Rialto Parks, Recreation & Community Services, CA	33	Oceanside Parks & Recreation, CA
8	Pomona Community Services, CA	34	San Francisco Recreation & Parks, CA
9	Hillsboro Parks & Recreation, OR	35	Downey Parks & Recreation, CA
10	Roseville Parks, Recreation & Libraries, CA	36	Gilbert Parks & Recreation, AZ
11	Jurupa Area Recreation & Park District, CA	37	Lexington Parks & Recreation, KY
12	Grand Rapids Parks & Recreation, MI	38	Vancouver Parks, Recreation & Cultural Services, WA
13	McAllen Parks & Recreation, TX	39	Raleigh Parks, Recreation & Cultural Resources, NC
14	Minneapolis Park and Recreation Board, MN	40	Seattle Parks & Recreation, WA
15	Santa Maria Recreation & Parks, CA	41	Vacaville Parks & Recreation, CA
16	San Bernardino Parks, Recreation & Community Services, CA	42	Daly City Recreation, CA
17	Goodyear Parks & Recreation, AZ	43	New York City Parks & Recreation, NY
18	New Braunfels Parks & Recreation, TX	44	Arlington Parks & Recreation, TX
19	Riverside Parks, Recreation & Community Services, CA	45	Washington DC Parks & Recreation, DC
20	Fullerton Parks & Recreation, CA	46	Bend Park & Recreation District, OR
21	Elk Grove-Cosumnes Community Services District, CA	47	Eugene Parks & Open Space, OR
22	Oxnard Recreation & Community Services, CA	48	Greater Vallejo Recreation District, CA
23	Hesperia Recreation & Park District, CA	49	Chula Vista Parks & Recreation, CA
24	Santa Ana Parks & Recreation, CA	50	San Mateo Parks & Recreation, CA
25	Round Rock Parks & Recreation, AR	51	Orange Community Services, CA
26	Thousand Oaks-Conejo Recreation & Park District, CA	52	Waco Parks & Recreation, TX
		53	Hialeah Parks & Recreation, FL
		54	Frisco Parks & Recreation, TX

55	Plano Parks & Recreation, TX	86	Indy Parks & Recreation, IN
56	Pasadena Parks & Recreation, TX	87	Des Moines Parks & Recreation, IA
57	Santa Clara Parks & Recreation, CA	88	Santa Rosa Recreation & Parks, CA
58	Pompano Beach Parks & Recreation, FL	89	Murfreesboro Parks & Recreation, TN
59	Madison Parks, WI	90	Sioux Falls Parks & Recreation, SD
60	Pittsburgh Citiparks, PA	91	Greeley Culture, Parks & Recreation, CO
61	Winston-Salem Recreation & Parks, NC	92	Colorado Springs Parks, Recreation & Cultural Services, CO
62	Buckeye Parks & Recreation, AZ	93	Peoria Park District, IL
63	Mobile Parks & Recreation, AL	94	Fremont Parks & Recreation, CA
64	High Point Parks & Recreation, NC	95	Tampa Parks & Recreation, FL
65	Lakeland Parks, Recreation, and Cultural Arts, FL	96	Rockford Park District, IL
66	Modesto Parks, Recreation & Neighborhoods, CA	97	Glendale Community Services & Parks, CA
67	Durham Parks & Recreation, NC	98	Baltimore Recreation & Parks, MD
68	San Antonio Parks & Recreation, TX	99	Tempe Parks & Recreation, AZ
69	Anchorage Parks & Recreation, AK	100	Boston Parks & Recreation, MA
70	Burbank Parks & Recreation, CA	101	Thornton Parks, Recreation & Community Programs, CO
71	Kansas City Parks & Recreation, MO	102	Richmond Parks, Recreation & Community Services, VA
72	Fort Lauderdale Parks & Recreation, FL	103	Miami Parks & Recreation, FL
73	New Orleans Recreation Development Commission, LA	104	Sacramento Youth, Parks & Community Enrichment, CA
74	Lee's Summit Parks & Recreation, MO	105	Murrieta Parks & Recreation, CA
75	Antioch Recreation Department, KS	106	Orlando Families, Parks & Recreation, FL
76	Fresno PARCS, CA	107	Springfield Park District, IL
77	Mesa Parks, Recreation & Community Facilities, AZ	108	Phoenix Parks & Recreation, AZ
78	Charleston Recreation, SC	109	Greensboro Parks & Recreation, NC
79	Denton Parks & Recreation, TX	110	San José Parks, Recreation & Neighborhood Services, CA
80	Aurora Parks, Recreation & Open Space, CO	111	St. Petersburg Parks & Recreation, FL
81	Grand Prairie Parks, Arts & Recreation, TX	112	South Bend Venues Parks & Arts, IN
82	Clarksville Parks & Recreation, TN	113	Albany Parks & Recreation, NY
83	Portland Parks & Recreation, OR	114	Green Bay Parks, Recreation & Forestry, WI
84	Austin Parks & Recreation, TX	115	Columbus Recreation and Parks, OH
85	Rio Rancho Parks, Recreation & Community Services, NM	116	Cape Coral Parks & Recreation, FL

117	Memphis Parks, TN	151	Norfolk Parks & Recreation, VA
118	Syracuse Parks & Recreation, NY	152	Virginia Beach Parks & Recreation, VA
119	Denver Parks & Recreation, CO	153	Atlanta Parks & Recreation, GA
120	Dallas Parks & Recreation Department, TX	154	Milwaukee Recreation, WI
121	Eugene Recreation, OR	155	Lewisville Parks & Recreation, TX
122	Miramar Parks & Recreation, FL	156	Wichita Park & Recreation, KS
123	Kent Parks, Recreation & Community Services, WA	157	Naperville Park District, IL
124	Long Beach Parks, Recreation & Marine, CA	158	Warren Parks & Recreation, MI
125	Overland Park Parks & Recreation, KS	159	Joliet Park District, IL
126	Torrance Recreation, CA	160	Omaha Parks, Recreation & Public Property, NE
127	Corona Recreation, CA	161	El Paso Parks & Recreation, TX
128	Anaheim Community Services, CA	162	Newport News Parks & Recreation, VA
129	St. Paul Parks & Recreation, MN	163	Chesapeake Parks, Recreation & Tourism, VA
130	Shreveport Public Assembly & Recreation, LA	164	Las Cruces Parks & Recreation, NM
131	Richardson Parks & Recreation, TX	165	Glendale Parks & Recreation, AZ
132	Nampa Parks & Recreation, ID	166	Lakewood Parks, Forestry & Open Space, CO
133	Louisville Parks & Recreation, KY	167	Columbia Parks & Recreation, MO
134	Fort Wayne Parks & Recreation, IN	168	Los Angeles Recreation & Parks, CA
135	Ann Arbor Parks & Recreation, MI	169	Abilene Parks & Recreation, TX
136	Hayward Area Recreation & Park District, CA	170	South Fulton Parks, Recreation & Cultural Affairs, GA
137	North Charleston Parks & Recreation, SC	171	Billings Parks & Recreation, MT
138	Dearborn Parks & Recreation, MI	172	Lakewood Recreation, CO
139	Sterling Heights Parks & Recreation, MI	173	San Diego Parks & Recreation, CA
140	Chandler Parks & Recreation, AZ	174	Rochester Recreation & Human Services, NY
141	Pearland Parks & Recreation, TX	175	Chicago Park District, IL
142	Sugar Land Parks & Recreation, TX	176	Norman Parks & Recreation, OK
143	Lansing Parks & Recreation, MI	177	Stamford Parks & Recreation, CT
144	Richmond Community Services, CA	178	Albuquerque Parks & Recreation, NM
145	Sunnyvale Recreation & Community, CA	179	Akron Recreation & Parks, OH
146	Elizabeth Recreation, NJ	180	Knoxville Parks & Recreation, TX
147	Cincinnati Recreation Commission, OH	181	Lubbock Parks & Recreation, TX
148	New Orleans Parks & Parkways, LA	182	Birmingham Park & Recreation, AL
149	Fargo Park District, ND	183	Houston Parks & Recreation, TX
150	Philadelphia Parks & Recreation, PA		

184	Garland Parks, Recreation & Cultural Arts, TX
185	Little Rock Parks & Recreation, AR
186	Hampton Parks, Recreation & Leisure Services, VA
187	Tulsa Park & Recreation, OK
188	Evansville Parks & Recreation, IN
189	Montgomery Parks & Recreation & Special Events, AL
190	Oklahoma City Parks & Recreation, OK
191	Elgin Parks & Recreation, IL
192	Oakland Parks, Recreation & Youth Development, CA
193	Amarillo Parks & Recreation, TX
194	Conroe Parks & Recreation, TX
195	Wilmington Parks & Recreation, DE
196	New Bedford Parks, Recreation & Beaches, MA
197	Newark Recreation, Cultural Affairs & Senior Services, NJ
198	St. George Parks, Trails & Cemetery, UT
199	Pasadena Parks, Recreation & Community Services, CA
200	Davenport Parks & Recreation, IA
201	Allentown Parks & Recreation, PA
202	New Haven Youth & Recreation, CT
203	Provo Parks, UT
204	Arvada Parks, Trails and Open Space, CO
205	Broken Arrow Parks & Recreation, OK
206	Coral Springs Parks & Recreation, FL
207	Columbia Parks & Recreation, SC
208	Lincoln Parks & Recreation, NE
209	Augusta Parks & Recreation, GA
210	Quincy Recreation, MA
211	Allen Parks & Recreation, TX
212	Salem Recreation Services, OR

APPENDIX 4 – X (TWITTER) RANKINGS



Note: This is the complete list of X (Twitter) Rankings for all 143 cities with a dedicated X (Twitter) account.

1	Cleveland Metroparks, OH	30	Madison Parks, WI
2	Pittsburgh Citiparks, PA	31	Indy Parks & Recreation, IN
3	Washington DC Parks & Recreation, DC	32	Lexington Parks & Recreation, KY
4	Seattle Parks & Recreation, WA	33	Omaha Parks, Recreation & Public Property, NE
5	Cincinnati Parks, OH	34	Rockford Park District, IL
6	San Francisco Recreation & Parks, CA	35	Tucson Parks & Recreation, AZ
7	New York City Parks & Recreation, NY	36	Lincoln Parks & Recreation, NE
8	Boston Parks & Recreation, MA	37	Columbus Recreation & Parks, OH
9	Durham Parks & Recreation, NC	38	Santa Ana Parks & Recreation, CA
10	Spokane Parks & Recreation, WA	39	Chicago Park District, IL
11	Raleigh Parks, Recreation & Cultural Resources, NC	40	Peoria Park District, IL
12	St. Paul Parks & Recreation, MN	41	Fort Collins Recreation & Open Space, CO
13	Atlanta Parks & Recreation, GA	42	Frisco Parks & Recreation, TX
14	Ann Arbor Parks & Recreation, MI	43	Baltimore Recreation & Parks, MD
15	Richmond Parks, Recreation & Community Services, VA	44	Memphis Parks, TN
16	Des Moines Parks & Recreation, IA	45	Fort Wayne Parks & Recreation, IN
17	Portland Parks & Recreation, OR	46	Plano Parks & Recreation, TX
18	Lansing Parks & Recreation, MI	47	Dallas Parks & Recreation Department, TX
19	San Antonio Parks & Recreation, TX	48	New Orleans Recreation Development Commission, LA
20	Philadelphia Parks & Recreation, PA	49	Jacksonville Parks, Recreation & Community Services, FL
21	Austin Parks & Recreation, TX	50	Minneapolis Park and Recreation Board, MN
22	Boise Parks & Recreation, ID	51	Knoxville Parks & Recreation, TN
23	Louisville Parks & Recreation, KY	52	Fort Lauderdale Parks & Recreation, FL
24	Tampa Parks & Recreation, FL	53	Denton Parks & Recreation, TX
25	Miami Parks & Recreation, FL	54	Carmel Clay Parks & Recreation, IN
26	St. Petersburg Parks & Recreation, FL	55	Jurupa Area Recreation & Park District, CA
27	Bend Park & Recreation District, OR		
28	Kansas City Parks & Recreation, MO		
29	Phoenix Parks & Recreation, AZ		

56	Carrollton Parks & Recreation, TX	84	Los Angeles Recreation & Parks, CA
57	Houston Parks & Recreation, TX	85	Billings Parks & Recreation, MT
58	Round Rock Parks & Recreation, TX	86	Colorado Springs Parks, Recreation & Cultural Services, CO
59	Green Bay Parks, Recreation & Forestry, WI	87	Cincinnati Recreation Commission, OH
60	Orlando Families, Parks & Recreation, FL	88	Naperville Park District, IL
61	Grand Prairie Parks, Arts & Recreation, TX	89	Oklahoma City Parks & Recreation, OK
62	Arlington Parks & Recreation, TX	90	Lewisville Parks & Recreation, TX
63	Brownsville Parks & Recreation, TX	91	Detroit Parks & Recreation, MI
64	Denver Parks & Recreation, CO	92	Greeley Culture, Parks & Recreation, CO
65	San José Parks, Recreation & Neighborhood Services, CA	93	Manchester Parks & Recreation, NH
66	Boulder Parks & Recreation, CO	94	Rochester Recreation & Human Services, NY
67	Greater Vallejo Recreation District, CA	95	Clarksville Parks & Recreation, TN
68	Chattanooga Parks & Outdoors, TN	96	Abilene Parks & Recreation, TX
69	Elk Grove-Cosumnes Community Services District, CA	97	Joliet Park District, IL
70	Cape Coral Parks & Recreation, FL	98	Riverside Parks, Recreation & Community Services, CA
71	Long Beach Parks, Recreation & Marine, CA	99	Fishers Parks & Recreation, IN
72	Roseville Parks, Recreation & Libraries, CA	100	Sioux Falls Parks & Recreation, SD
73	Wichita Park & Recreation, KS	101	Hillsboro Parks & Recreation, OR
74	Columbia Parks & Recreation, SC	102	Fargo Park District, ND
75	Anchorage Parks & Recreation, AK	103	Dearborn Parks & Recreation, MI
76	Virginia Beach Parks & Recreation, VA	104	Pearland Parks & Recreation, TX
77	Nashville Metro Parks, TN	105	New Braunfels Parks & Recreation, TX
78	Bellevue Parks & Community Services, WA	106	South Bend Venues Parks & Arts, IN
79	Albuquerque Parks & Recreation, NM	107	Sugar Land Parks & Recreation, TX
80	McAllen Parks & Recreation, TX	108	Eugene Recreation, OR
81	Mesa Parks & Recreation, AZ	109	Glendale Community Services & Parks, CA
82	Greensboro Parks & Recreation, NC	110	Evansville Parks & Recreation, IN
83	Oxnard Recreation & Community Services, CA	111	Elgin Parks & Recreation, IL
		112	Provo Recreation, UT
		113	Little Rock Parks & Recreation, AR

114	El Paso Parks & Recreation, TX	140	Columbus Parks & Recreation, GA
115	Chandler Parks & Recreation, AZ	141	South Fulton Parks, Recreation & Cultural Affairs, GA
116	New Haven Youth & Recreation, CT	142	Tempe Parks & Recreation, TX
117	Oakland Parks, Recreation & Youth Development, CA	143	Birmingham Park & Recreation, AL
118	Rio Rancho Parks, Recreation & Community Services, NM		
119	Sandy Springs Recreation & Parks, CA		
120	Oceanside Parks & Recreation, CA		
121	Grand Rapids Parks & Recreation, MI		
122	Montgomery Parks & Recreation & Special Events, AL		
123	High Point Parks & Recreation, NC		
124	Milwaukee Recreation, WI		
125	Kent Parks, Recreation & Community Services, WA		
126	Thornton Parks, Recreation & Community Programs, CO		
127	Provo Parks, UT		
128	Buckeye Parks & Recreation, AZ		
129	Lakeland Parks, Recreation, and Cultural Arts, FL		
130	Tulsa Park & Recreation, OK		
131	Fort Worth Parks & Recreation, TX		
132	Augusta Parks & Recreation, GA		
133	Akron Recreation & Parks, OH		
134	Mobile Parks & Recreation, AL		
135	Glendale Parks & Recreation, AZ		
136	New Bedford Parks, Recreation & Beaches, MA		
137	Sacramento Youth, Parks & Community Enrichment, CA		
138	Miramar Parks & Recreation, FL		
139	Aurora Parks, Recreation & Open Space, CO		

APPENDIX 5 – YOUTUBE RANKINGS



Note: This is the complete list of YouTube Rankings for all 116 cities with YouTube included in this report.

1	Fargo Parks, ND
2	Tucson Parks & Recreation, AZ
3	Austin Parks & Recreation, TX
4	Washington DC Parks & Recreation, D.C.
5	Columbus Recreation and Parks, OH
6	Daly City Recreation, CA
7	Cincinnati Parks, OH
8	Dearborn Parks & Recreation, MI
9	Cleveland Metroparks, OH
10	Naperville Park District, IL
11	Elgin Parks & Recreation, IL
12	Thousand Oaks-Conejo Recreation & Park District, CA
13	Durham Parks & Recreation, NC
14	Fishers Parks & Recreation, IN
15	Columbus Parks & Recreation, GA
16	Philadelphia Parks & Recreation, PA
17	Chandler Parks & Recreation, AZ
18	Virginia Beach Parks & Recreation, VA
19	Lee's Summit Parks & Recreation, MO
20	Waco Parks & Recreation, TX
21	Billings Parks & Recreation, MT
22	San Antonio Parks & Recreation, TX
23	Los Angeles Recreation & Parks, CA
24	Indy Parks & Recreation, IN
25	Newport News Parks & Recreation, VA
26	Rockford Park District, IL
27	Des Moines Parks & Recreation, IA
28	Carmel Clay Parks & Recreation, IN
29	Pasadena Parks, Recreation & Community Services, CA
30	Fullerton Parks & Recreation, CA
31	Elk Grove- Cosumnes Community Services District, CA
32	Denver Parks & Recreation, CO
33	Grand Prairie Parks, Arts & Recreation, TX
34	Miami Gardens Parks & Recreation, FL
35	Hillsboro Parks & Recreation, OR
36	Arlington Parks & Recreation, TX
37	Raleigh Parks, Recreation & Cultural Resources, NC
38	San Francisco Recreation & Parks, CA
39	Portland Parks & Recreation, OR
40	Chesapeake Parks, Recreation & Tourism, VA
41	Milwaukee Recreation, WI
42	Fort Lauderdale Parks & Recreation, FL
43	New Orleans Recreation Development Commission, LA
44	Bend Park & Recreation District, OR
45	Chicago Park District, IL
46	Minneapolis Park and Recreation Board, MN
47	Boulder Parks & Recreation, CO
48	Kansas City Parks & Recreation, MO
49	Thornton Parks, Recreation & Community Programs, CO
50	Peoria Park District, IL
51	South Bend Venues Parks & Arts, IN
52	Oxnard Recreation & Community Services, CA
53	Jacksonville Parks, Recreation & Community Services, FL
54	Clarksville Parks & Recreation, TN
55	New York City Parks & Recreation, NY

56	Spokane Parks & Recreation, WA	86	Concord Recreation, CA
57	Fort Wayne Parks & Recreation, IN	87	Chula Vista Parks & Recreation, CA
58	Garland Parks, Recreation & Cultural Arts, TX	88	Oakland Parks, Recreation & Youth Development, CA
59	Knoxville Parks & Recreation, TN	89	Lincoln Parks & Recreation, NE
60	Baltimore Recreation & Parks, MD	90	Mesquite Parks & Recreation, TX
61	St. Petersburg Parks & Recreation, FL	91	Cape Coral Parks & Recreation, FL
62	Albany Parks & Recreation, NY	92	Phoenix Parks & Recreation, AZ
63	Santa Rosa Recreation & Parks, CA	93	Nashville Metro Parks, TN
64	Downey Parks & Recreation, CA	94	Frisco Parks & Recreation, TX
65	Sunnyvale Recreation & Community, CA	95	Little Rock Parks & Recreation, AR
66	Madison Parks, WI	96	Richmond Parks, Recreation & Community Services, VA
67	Dallas Parks & Recreation Department, TX	97	Burbank Parks & Recreation, CA
68	Long Beach Parks, Recreation & Marine, CA	98	Mobile Parks & Recreation, AL
69	Miami Parks & Recreation, FL	99	Springfield Park District, IL
70	Greater Vallejo Recreation District, CA	100	Augusta Parks & Recreation, GA
71	Lansing Parks & Recreation, MI	101	Oceanside Parks & Recreation, CA
72	Eugene Parks & Open Space, OR	102	Torrance Recreation, CA
73	Chattanooga Parks & Outdoors, TN	103	Boise Parks & Recreation, ID
74	Louisville Parks & Recreation, KY	104	Detroit Parks & Recreation, MI
75	Allentown Parks & Recreation, PA	105	Albuquerque Parks & Recreation, NM
76	Charleston Recreation, SC	106	Wilmington Parks & Recreation, NC
77	Hayward Area Recreation & Park District, CA	107	Conroe Parks & Recreation, TX
78	Nampa Parks & Recreation, ID	108	Cincinnati Recreation Commission, OH
79	Pittsburgh Citiparks, PA	109	Syracuse Parks & Recreation, NY
80	Anchorage Parks & Recreation, AK	110	El Paso Parks & Recreation, TX
81	Lubbock Parks & Recreation, TX	111	Providence Parks, RI
82	San José Parks, Recreation & Neighborhood Services, CA	112	Amarillo Parks & Recreation, TX
83	Houston Parks & Recreation, TX	113	San Mateo Parks & Recreation, CA
84	San Bernardino Parks, Recreation & Community Services, CA	114	Seattle Parks & Recreation, WA
85	Evansville Parks & Recreation, IN	115	Fairfield Parks & Recreation, CA
		116	Rochester Recreation & Human Services, NY

SOCIAL MEDIA ENGAGEMENT NATIONAL RANKINGS 2023



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