

SOCIAL MEDIA TRACKING REPORT		SINCE August 12 , 2021 (Social media is now being archived)		
Name	Likes/Followers	Change	Top Posts	Comments
 Facebook	8,169	+133	Sep 2:- Shared the link to the ledger.com article "Coming Back To Life : Developeprs Propose Pocket Neighborhood in Lake Wales" : 33 likes, 26 comments, 9 shares, 1,125 engagements, 3,279 people reached	"Where are all these people going to work at?" "so many people in this town..ugh... I heard Rick Scott and Rubio have invited the so called translators to live in Florida." "For everyone paneking about population growth "construction will kick off in 2022 but the neighborhood will take between 10 and 20 years to complete."
			Sep 7:- Posted a press release " More Sounds of Music Coming to Downtown Lake Wales in Coming Months" :- 40 likes, 7 comments, 25 shares, 487 engagements, 7,464 people reached	"bought my tickets for johnny cash show. This will be the first event I have been too." "Pretty blatant to me"
			Sep 9:- Shared the link to the lakewalesnews.net article " Charter Schools Arrange 1M Loan to Restore Old School":- 95 likes, 16 shares, 366 engagements, 2,357 people reached	
			Sep 16:- Posted a flyer for th CDBG Program for the NorthWest Neighborhood- "An opportunity for those who live in the northwest area of the City" :- 2 likes , 4 shares, 13 engagements, 80 people reached.	
 Twitter	1,822	+10	Top Tweet: Sep 8 :- Darryl Washington, resident, spoke on Washington Ave between G Street and Scenic HWY. The road is in poor condition and is unattractive. Lots of speeding on that road. lots of kids walk along that road to the park. He said that Frontier Internet needs to be better." :- 1 like 1 reply 172 impressions	
(Commission meetings are Live tweeted)			Top Mention:- Sep 2:- by @lakewalesnews.net "Innovative "Pocket Neighborhood" Planned for Long-Vacant Scenic Highway Property is designed by the team @DoverKoh, expected to boost the re-imagining of @CityofLakeWales. LakeWalesNews.net lakewalesnews.net/story/2021/09/...":- 4 likes, 3 retweets , 22 engagements	
			Top Media Tweet:- Sep 1:- " updated photo of Keystone Phase I and II of our affordable housing project. Two homes are under contract and the other two are pending buyers. pic.twitter.com/7TU4G9KDEU:- 2 likes , 136 impressions	
 Instagram	1,128	+63	Sep 16:- Posted a picture of Mayor @efultz99 Gene Fultz at the ribbon cutting of Integrity Document Services on Central Ave in Lake Wales":- 11 likes	
			Sep 16 :- Posted a pictures from out at the Lake Wales Municipal Airport this morning" :- 8 likes	

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 LinkedIn	225	+8	Sep 2 :- Post the link to the jobs opening page "Our Horticulture Department is growing! Apply to help transform Lake Wales into a "City in a Garden". Daily work includes implementing and maintaining beautiful municipal landscapes." :- 3 likes , 185 impressions .	
			Sep 16 :- Post the link to the jobs opening page "The City is looking for a Marketing and Communication specialist." :- 7 likes ,	


