





| SOCIAL MEDIA TRACKING REPORT SINCE April 12, 2018 (Social media is now being archived) | | | | |
|-----------------------------------------------------------------------------------------------|-----------------|--------|--------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Name | Likes/Followers | Change | Top Posts | Comments |
|  Facebook | 4,933 | +28 | Apr 16 -Posted pictures from the Chow Down Food Truck event - 27 likes, 13 comment, 1,023 people reached. | "Donovan Bertoncini " ""Tonight was our first time and it was great . See ya'll next month" "It's a habit for us . Good variety good food" |
| | | | Apr 17 -Posted on upcoming event LakeNight Cinemas #Zootpia - 51 likes, 16 comments/replies, 2,100 people reached | "Can't go my son's graduation and prom r that night" Jennifer Von Mosch we should make a plan to do this" "Which park?" "We an move at the park an work out" "It can be our en of the school year celebration" |
| | | | Apr 25 - Shared post on offering condolences to the family of David McClean on his passing - 23 likes, 2 comments, 1 share, 1,362 people reached | Always sad to loose a fellow believer! "Oh, my goodness.....I have not heard this....David and I went to Florida Baptist College together....we car pooled. I am so sorry....my prayers and love to the family." |

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| | | | Apr 25 -Posted Event Flyer for the Polk County African American Chamber of Commerce Ceremony and Reception - 5 likes, 2 comments, 4 shares, 975 people reached | "African american" as in people who are from Africa born in America or black folks?" "So my question to the City of Lake Wales is if I go ask for help and get denied because I am WHITE will the city support me in my RACISM LAWSUIT? Because you bet your butt if we had a White Only Chamber of Commerce there would be Lawsuits flying as fast as the lawyers could file them!!!!!" |
|  Twitter | 1,404 | +10 | Top Tweet: -Staff and students of Warner University, in addition to city officials and other members of the Lake Wales community joined together in a show of great strength and service during the 2018 Warner Cares Day. Thank you @WarnerU for your continued support of The City of Lake Wales! - 7 likes, 2 retweet, 550 impressions | |
| (Commission meetings are Live | | tweeted) | Top Media Tweet: Posted by @WinterHavenSun : @WarnerU Washing City Vehicles at @Lake_Wales_PD picture of car wash at #WarnerCaresDay 2018 - 2 likes, 1 retweets, 472 impressions | |

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| | | | <p>Top Mention:Posted by @UFCALSDean : And a shout out to the young women @CityofLakeWales @DairyQueen for great service. Keep @UFCALS in your future educational plans. #AlwaysRecruiting- 4 likes, 1 retweets, 2 replies, 8 engagements</p> | <p>"Inquiring minds want to know, what did you get at @DairyQueen? I am a fan of a dipped cone and a peanut butter cup blizzard" "I got a hot fudge sundae, but am also a fan of the Oreo blizzard."</p> |
|  Instagram | 490 | +3 | <p>Apr 26- Posted picture of the City Commission workshop discussing recreation - 11 likes ,</p> | |
|  LinkedIn | 39 | +0 | | |