





SOCIAL MEDIA TRACKING REPORT			SINCE January 29, 2020 (Social media is now being archived)		
Name	Likes/Followers	Change	Top Posts	Comments	
 Facebook	6,574	+19	<p>Jan 31:- " Shared an article by theledger.com " Our View: In Lake Wales, perhaps see our future through the past:- 11 likes, 1 share , 103 engagements, 948 people reached.</p>		
			<p>Feb 7 :- Posted a picture of staff... Ken Fields, City Manager, Kathy Bangley, Assistant City Manager, and Michael Manning, Management Analyst at the Florida City and County Management Association 2020 Winter Institute. - 6 likes, 45 engagements, 711 people reached</p>		
			<p>Feb 10:- Shared a post by the Friends of Lake Wales Museum " A great event at the Lake Wales History Museum tonight. Everyone had fun and enjoyed the Prohibition exhibition" : - 6 likes 1 share 800 people reached , 176 engagements</p>		
			<p>Feb 13 :- " Posted pictures from the Lake Wales Food Truck Rally held at Lake Wailes Park " :-23 likes, 8 comments, 3 shares, 252 engagements, 1,169 people reached.</p>	<p>"Wish this was shared yesterday and earlier today along with signs put out while people driving like farmers market signs are put out. I'll help if you need this done to get word out and more folks to join in on these food truck nights."</p>	<p>minute share, especially this one which was posted while the event was happening. Thank you."</p> <p>"Holy Cannoli was Wonderful. Also got a new York cheese cake that was out of this world,"</p> <p>"Usally on Monday's"</p> <p>" Is this a weekly event?"</p>
 Twitter	1,677	-1	<p>Top Tweet: February 6:- " Our staff... Ken Fields, City Manager, Kathy Bangley, Assistant City Manager, and Michael Manning Management Analyst at the @FCCManagers 2020 Winter Institute this week" :- 1 like, 1 retweet, 258 impressions</p>		

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(Commission meetings are Live tweeted)			Top Media Tweet: Feb 12- : "Join us in congratulating Patti L. Evans of 135 4th Street South for being awarded "Yard of the Month" for February 2020! The City of Lake Wales Yard of the Month Award recognizes the hard work and pride exhibited by Lake Wales residents who beautify their yards:- 157 impressions		
			Top Mention: Feb 11:- by @drugstoredivas A2: I love finding a town's downtown area, walking around, window shopping, and playing #PokemonGo. @CityofLakeWales in @VisitCentralFL has a really cute downtown area with a ton of beautiful murals. @lifeofsnobirds wrote about them here: lifeof2snobirds.com/2018/04/city-o... #FLTravelChat ic.twitter.com/DfYmDtnm2:- 3 likes, 1 retweet, 8 engagements		
	985	+23	Feb 13 - Posted a picture of " the Yard of the Month" for February 2020 and congratulated Patti L. Evans of 135 4th Street South for being awardee:- 31 likes , 2 comments .	"Congratulations Beautiful" "Back where I lived. The city would have a transformation of the month. It was so much fun seen the yards of our neighbors change with a smile on top"	
Instagram					
	95	+3	Feb 7 - Posted a picture of staff... Ken Fields, City Manager, Kathy Bangley, Assistant City Manager, and Michael Manning, Management Analyst at the Florida City and County Management Association 2020 Winter Institute. - 128 impressions		
LinkedIn					