

SOCIAL MEDIA TRACKING REPORT			SINCE February 14, 2020 (Social media is now being archived)	
Name	Likes/Followers	Change	Top Posts	Comments
 Facebook	6,574	+25	Feb 20 :- Shared post by the Lake Wales Police Department about the appreciation shown to them by the First Baptist Church:- 17 likes, 1 comment, 64 engagements, 657 people reached	"I Love those tshirts,,where they specially ordered?"
			Feb 21:- Posted pictures of the 70 upgraded light fixtures and globes around Lake Wailes Lake:- 227 likes, 17 comments, 18 shares, 771 engagements, 4,010 people reached.	"How do I go about putting a street light in out by our road it's so dark in this area lake pierce ranchers. And what does it cost to put a pole and light my back yard. And it's been years since my electric pole has been updated."
			Feb 21: Posted a picture of the updated CitiNet Wifi coverage map and information that Wifi was added to the Kirkland Gym : - 16 likes , 4 comments , 145 engagements , 1,166 people reached .	"Talking about gyms when will the planet fitness open?" "Was the park and pier names always spelt "Wailes"?" "Yes we changed the spelling of the name of the town so it didn't sound so sad"
			Feb 22 :- Shared post by the Winter Haven Sun/ Polk News Sun with pictures from the 2020 Lake Wales Mardi Gras Parade & Festival :- 65 likes, 4 comments,5 shares, 774 engagements, 1,799 people reached	"It was a fun parade! Lots of beads for the grandkids!" "Sorry I missed it !" "Us too!" "Paul Zoda Jr."
 Twitter	1,676	-1	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, 363 impressions	
(Commission meetings are Live tweeted)			Top Media Tweet: Feb 12- : "Wi-fi has now been added to the Kirkland Gym. See the updated Wi-Fi coverage map :- 2 likes, 1 retweet, 1 reply <input type="checkbox"/>	

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			<p>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: <a href="http://lifeof2snobirds.com/2018/04/city-o...">lifeof2snobirds.com/2018/04/city-o...</a> #FLTravelChat <a href="https://twitter.com/DfYmDtnmn2">ic.twitter.com/DfYmDtnmn2</a>:- 3 likes, 1 retweet, 8 engagements</p>	
 Instagram	965	- 20	<p>Feb 22 - Posted a picture of the 2020 Census representatives are out at the Lake Wales Mardi Gras recruiting additional workers:-</p>	
			<p>Feb 22 - Posted pictures and information of the 2020 Mardi Gras Festival "Lake Wales Mardi Gras tonight until 11pm and tomorrow 11:30am -11pm. Parade 3pm tomorrow through downtown." :- 16 likes</p>	
 LinkedIn	97	+2	<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. - 10 likes, 181 impressions</p>	

"I jogged the lake last night and immediately noticed how much brighter it was. Well done!" "Kissimmee Ave needs street lights so pitch dark. Very uncomfortable 😞 How can we request? Thank you" "Awesome and they look cool. Like Edison bulbs."	