

SOCIAL MEDIA TRACKING REPORT			SINCE February 27, 2020 (Social media is now being archived)	
Name	Likes/Followers	Change	Top Posts	Comments
 Facebook	6,574	+47	Mar 9:- Posted pictures of and article about the 70 upgraded light fixtures and globes around Lake Wailes Lake:- 96 likes, 5 comments, 2 shares, 145 engagements, 1,531 people reached.	"It would be nice to see some around the walk path by spook Hill it's very dark through there especially when the kids have to walk to school"
			Mar 2:- Shared Lake Wales Main Street post " City in a Garden here we come ! " :- 30 likes ,1 comment, 2 shares, 94 engagements, 945 people reached	" I love this city "
			Feb 29 :- Posted an article "Commission takes first step toward largest development project in city history ":- 23 likes , 10 comments, 15 shares , 826 engagements, 3,329 people reached	"Why don't the city clean up all the old and abandoned builds, houses then build up the city instead of stretching the city out. We don't need builds on every piece of land."  "Why doesn't the city do something on the other side of Lakewales, like around hwy 60 area. Why does everything have to go out to 27?"
 Twitter	1,675	-1	Top Tweet: February 3:- " Fields met w/ WH and county to explore widening Thompson Nursery Rd in next 5 years :- 1 reply , 248 impressions	
(Commission meetings are Live tweeted)			Top Media Tweet: Mar 2- : "In an effort to streamline communications, the City implemented a Utilities Customer Service direct dial-in phone number, 863-676-4775. Dialing the direct Utilities Customer Service number will connect you with a representative that can assist you with utility related inquiries. " :- 221 impressions	
			Top Mention: Mar 2:- by @VisitCentralFL :- "The next time you visit @CityofLakeWales, make plans to stop by the FREE @LW_Museum" :- 3 likes, 1 retweet , 10 engagements.	

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 Instagram	980	+15	<p>Mar 6 - Posted a picture of the work being done to replace the roof membrane over the bays at the Fire Department :- 12 likes</p>	
			<p>Mar 3 - Posted a picture of the Facilities Staff painting the Fire Department storage building "utterly beige" to match the City Administration Building. :- 27 likes</p>	
			<p>Mar 2:- Posted the draft map of the Master Planned Community" development project south of Thompson Nursery Road :- 10 likes</p>	
 LinkedIn	104	+7	<p>Mar 10 - Posted a picture of Mayor Eugene Fultz as he gave the State of the City address to the Lake Wales Area Chamber of Commerce and Economic Development Council luncheon on March 9, 2020. " :- 2 likes , 30 impressions .</p>	

"I noticed how much brighter the path around Lake Wailes is lately."	
"The only way the city can get money to do any of these things is by having a master plan Community putting money into the city fund then the Urban Development can be done only after the master plan Community or during"  "We want restaurants and im not talking about mcdonalds, wendys and taco bell"  "this is what I was telling you about."	