





SOCIAL MEDIA TRACKING REPORT			SINCE March 12, 2020 (Social media is now being archived)	
Name	Likes/Followers	Change	Top Posts	Comments
 Facebook	6,723	+149	Mar 16:- Posted Press Release " CITY OF LAKE WALES SUSPENDS OR LIMITS SERVICES' :- 27 likes, 10 comments, 59 shares, 962 engagements, 5,501 people reached	"It would help ALOT if the city would put SOAP in the restrooms by the play grounds." "Will trash be running as usual?"
			Mar 27:- Posted Press Release " CITY ASKS FDOT TO PROHIBIT TRUCKS IN U.S. 27 LEFT LANE" :- 84 likes , 34 comments , 32 sraes , 716 engagements, 3,739 people reached.	"Big trucks are not the problem when it comes to safety on these roads. It's erratic drivers driving fast and recklessly." "Thank you city of Lake Wales now work on 60 also"
			Mar 31 :- Shared update on proactive decision to close City owned recreational facilities due COVID - 19 :- 43 likes, 34 comments, 77 shares, 890 engagements, 5,206 people reached .	"Thank you City of Lake Wales! I do believe the basketball court should be completely closed also. Just not worth the risk." "Why not just do a stay at home order. I was in the stores today wearing my mask and practicing social distancing, but guess what no one else was. This is going to spread down here."
 Twitter	1,690	+15	Top Tweet: Mar 16:- " City of Lake Wales suspends or limits services The City of Lake Wales will close, or restrict, many of their services to the public beginning Tuesday, March 17 .See the attached link for a list of closed facilities and/or suspended services #coronavirus :- 2 retweet , 519 impressions	
(Commission meetings are Live tweeted)			Top Media Tweet: Mar 2- : "Replacing the roof membrane over the bays at the Fire Department" :- 239 impressions	
			Top Mention: Mar 18:- by @Nepolkgazette "Important News for Non-Profits Organizations and Family-Owned Businesses in Polk County FL." :- 2 retweets	

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 Instagram	993	+13	Mar 6 - Posted a picture of the work being done to replace the roof membrane over the bays at the Fire Department :- 14 likes	
			Mar 3 - Posted a picture of the Facilities Staff painting the Fire Department storage building "utterly beige" to match the City Administration Building. :- 28 likes	
			Mar 2:- Posted the draft map of the Master Planned Community" development project south of Thompson Nursery Road :- 10 likes	
 LinkedIn	112	+8	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 , 36 impressions .	

"I can't understand why this city officials have not even send us the residents a City's plan of action, instead they all ran for cover, SHAME ON YOU !"	
" I'm still not sure why you call this a city! It's a little shithole that semis drive trough with nothing else to offer! Not even simple health care!"	
"So if the truck heading south needs to turn left into the Pilot how far out is he allowed to get into the left lane? The article is an exception would be if the truck was ready to make a left turn" "Great job City of Lake Wales "	
"You're still not protecting the town. Shame on you." "Well thought out plan. Basketball is ok with a maximum of 10 players on a half court with contact. Tennis is not ok with a maximum of 4 on a larger court with no contact. " " #stayhome Well wishes from us here in NJ Bergen County!!! STAY HOME!!!!!!!"	