

SOCIAL MEDIA TRACKING REPORT			SINCE JULY 16, 2020 (Social media is now being archived)		
Name	Likes/Followers	Change	Top Posts	Comments	
 Facebook	7,347	+39	Jul 20:- Shared post by lakewalesnews.net "Volunteers begin beautification of traffic triangles at Lakeshore Boulevard" :- 76 likes , 2 comments, 1 share , 120 engagements, 1,279 people reached	"Well done ladies, great job,"	
			Jul 23:-Posted press release " Two more restaurants to open after getting community redevelopment grants :- 73 likes, 23 comments, 31 shares , 480 engagements, 3, 887 people reached	"Excellent news! I'm looking forward to going to them both for a meal!" "This is awesome! We are looking forward to their openings." "Always nice to have new places opening up downtown!! Welcome!" "Nice idea but with restaurants struggling & the covid-19 here for a long time, I don't see much viability."	"Bring on the new restaurants! We are tired of driving to Lakeland or Winter Haven for a good meal and everything here closes ridiculously early for working people...we aren't all retired!!! #welcomefellowvets
			July 26:- Shared post by by lakewalesnews.net " Commission in split vote reject raises for themselves" :- 26 likes , 3 comments, 2 shares , 151 engagements, 1,148 people reached	"In times like these it would be advisable to show compassion for the community & do more for the poor." "Selfless Service. Great job setting the example by putting the citizens first."	"Very classy. You ARE appreciated! \$8300 may not seem like much, but as a teacher, I understand how much behind-the-scenes work you do that does NOT get paid and how much money you spend that does not get reimbursed. Just another reason why I LOVE living here and make a 90 minute commute to work!"
			Jul 28 -Posted press release " Commission expected to consider emergency face covering ordinance during workshop July 29 :- 45 likes, 51 comments , 23 shares, 469 engagements, 3,690 people reached	mandatory masks in public places. If you can't or don't want to wear one, stay home! It's not right that our health and even lives depend on the common sense of others." "Mask up! And encourage the establishments to enforce it." "Yeah. Hard pass on that. This is Lake Wales, not Miami" "Mask it OR Casket" "Communism afoot!"	"The local hospital is not overwhelmed with covid cases. Stop acting like every case equals death. We are doing just well. The big stores are requiring them anyway. Our town is NOT a hotbed of death! Chill out - wear a mask if you want and keep your distance. If you come across an unmasked person, you're not going to drop over dead!"
 Twitter	1,742	+11	Top Tweet: Jul 16 :-drive.google.com/file/d/12U_vN6...  A video of a Town Hall, Toward Solutions: Justice in our Communities hosted by Commissioner Curtis Gibson @commissionergi1 .Several community leaders participated including James Slaton, Interim City Manager and Congressman Darren Soto @RepDarrenSoto :- 2 likes, 1 retweet , 1, 623 impressions		
(Commission meetings are Live tweeted)			Top Media Tweet: Jun 17- : "Join us July 9, 5:30-7:30 @ Exquisite Designs, 224 East Park Ave and the parking lot near Market Place Cafe for an open house on the progress of Park Ave redesign. We've arrived at what we will all look back on as a historic moment in the life of our community. @lakewalesmainst pic.twitter.com/q7Nv8MfiW3" :- 1 like , 2 retweets , 281 impressions		
			Top Mention: Jun 20 :- By @HeritageLW " Our efforts are adding muscle and momentum! @TammyJa11127284 @BluestockingMom @ncgossard @R_James_Connors @DoverKohl @CityofLakeWales twitter.com/HeritageLW/sta... :- 2 likes, 1 reply 1 retweet, 10 engagements		

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 Instagram	1,067	+7	Jun 12 :- Posted a picture and notice of retirement for Larry Kennedy ( Lead Maintenance Worker ) , who served for 15 years at the City of Lake Wales :- 44 likes , 1 comment	"Enjoy and congratulations"	
 LinkedIn	145	+10	Jul 14 :- Shared post by Lakewalesnews.net " City hires Mark Bennett as new Development Services Director :- 6 likes , 116 impressions		



