

SOCIAL MEDIA TRACKING REPORT			SINCE October 6, 2020 (Social media is archived)		
Name	Likes/Followers	Change	Top Posts	Comments	
 Facebook	6,954	-2	<p>Oct 12 :- Picture of Yellow Depot Restoration work :- 51 reactions, 45 post clicks, 2 comments, 4 shares, 96 engagements, 1,133 people reached</p>	<p>"It wonderful this is being done in Mimi Hardman's name. One small issue with this project. The road sign is too close to the road that you can't see oncoming traffic when you are turning off Johnson St."</p> <p>"The Walesbilt Hotel could be ideal for 55 and over affordable apartments using grants,tax credits including historical bringing more residents downtown and serving as a catalyst for both further commercial and residential development downtown."</p>	
			<p>Oct 8 - Posted article on Master Plan Update: - 10 Post Clicks, 3 Comments, 13 Engagements, 556 People reached</p>	<p>"Trade inspiring technical school for our future which is the kids now.. Better paying jobs and a more wider selection of attraction to spend it."</p>	
			<p>Oct 12 :- Shared article for Museum program on Mary McCleod Bethune :- 25 reactions, 4 shares, 52 engagements, 966 people reached</p>		
 Twitter	1,765	+10	<p>Top Tweet: Oct 13 :- Thompson: Lake Wales Connected Plan has won an award for redevelopment from FL Redevelopment... there will be a big splash on this. It has been noticed. @commissionergi1 Commissioner C Gibson said plan was noticed at recent TPO meeting :- 1 retweet , 1 like, 332 impressions</p>		
(Commission meetings are Live tweeted)			<p>Top Mention: by lakewalesheritage Oct 12 :Congratulations to our friends @LW_Museum and the Friends of the Museum for their restoration project, now well under way! @CityofLakeWales @ChamberWales @LakewalesnewsN :- 12 likes, 6 retweet, 1 comment, 46 engagements</p>	<p>"I love to see this!"</p>	
			<p>Top Media Tweet: "Restoration work of the 1916 Seaboard Air Line Depot (aka the Yellow Depot) is underway. For many years this was the home of the Lake Wales Model Railroad Club.</p> <p>Upon completion this will be the Mimi Reid Hardman Collections Center for the Lake Wales History Museum @LW_Museum pic.twitter.com/lyob16JHyW" - 2 retweets, 2 likes, 241 impressions</p>		
 Instagram	1,088	+1	<p>Oct 12 :- Posted picture of yellow Depot Restoration :- 22 likes</p>		

SOCIAL MEDIA TRACKING REPORT		SINCE October 6, 2020 (Social media is archived)			
Name	Likes/Followers	Change	Top Posts	Comments	
 LinkedIn	151	0	Oct 12 :- Posted pics on Yellow Depot Restoration work, 4 likes, 70 Impressions. 7 likes		