





SOCIAL MEDIA TRACKING REPORT SINCE December 10, 2020 (Social media is now k			
Name	Likes/Followers	Change	Top Posts
 F	7,559	+40	<p>Dec 14: - Shared a post by the Ranch Taproom and Coffeehouse on their Grand Opening:- 45 likes, 1 comment, 1 share , 168 engagement, 1,207 people reached</p>
			<p>Dec 21:- Posted pictures of Impact Awardees Christina Adams and Autumn Cochella from the 2020 Employee Virtual Holiday Celebration:- 14, 2 comments, 36 engagements, 647 perople reached</p>
			<p>Dec 22:- Shared a post by LWPD on the 2020 "Shop with A Cop" event:- 38 likes, 3 comments, 186 engagements, 1,131 people reached</p>
 Twitter	1,784	+8	<p>Top Tweet: Dec 22 -"The first project to start resurfacing construction on I-4/SR 400, from US 98/SR 35 to SR 33, will begin January 5, 2021. The final resurfacing project is tentatively scheduled to start in Fiscal Year 2024/2025. Please visit swflroads.com/i4resurfacing for additional information :- 1 reply , 239 impressions</p>

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(Commission meetings are Live tweeted)			Top Mention: Dec 28 by @why2020why2020 by @CityofLakeWales This is Mary giving the "White Power" Salute (Mary McElroy Milton), she works at Janie Howard Wilson School in our city:-9 likes, 2 retweets , 2 replies , 66 enagements
			Top Media Tweet Dec 2:- " From the Tree Lighting event last night Merry Christmas " :- 4 likes, 229 impressions
 Instagram	1113	+1	Dec 21 :- Posted a picture of the Utility Billing Staff:- 16 likes.
			Dec 22 :- Posted a picture of Damon Summers holding his 15 year service pin and information on other employee awards and awardees for the 2020 Employee Virtual Holiday Celebration:- 9 likes , 81 impressions
 LinkedIn	165	+2	Dec 15 - Shared information on the "City's Online Open House to learn about the NW Neighborhood Sidewalks & Street Tree Improvement Plan" :- 78 impressions
			Dec 22 - Shared press release " Commissioners Approve First Reading of New Panhandling Ordinance" :- 57 impressions

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			Dec 24 - Shared the link to the dailyridge.com article "LWPD Provides Gifts, Meals For 70 Local Children In "Shop With A Cop" Program" :-8 likes , 150 impressions