





SOCIAL MEDIA TRACKING REPORT SINCE February 25, 2020 (Social media is now being archived)				
Name	Likes/Followers	Change	Top Posts	Comments
 Facebook	7,692	+36	Mar 2 :- Shared the LW History Museum post on having received a Florida Humanities Community Project and Duke Energy Foundation grant to create a new Lake Wales African American archive:- 22 likes, 1 share, 76 engagements, 826 people reached	
			Mar 3 :- Posted a LW Police Department drone overview picture of the Northwest Mural by EJ Nieves :- 181 likes, 20 comments, 46 shares, 1018 engagements , 6,479 people reached.	"It really is an incredible painting, but I have to wonder if the \$10,000 could have been better spent in this "under served" (to quote the News 9 article) community." "This is absolutely a must see in person!" "Wow! Looks really amazing!" "It's lovely. Is there a description of it somewhere? Like why a lion? Why that corner? And what are the names around the edges? I really am curious."
			Mar 4 :- Shared a LWPD post about Detective Michael Waldron who assisted volunteers from the Raptor Center of Tampa Bay at the Lake Wales Pavilion helping a family of owls :- 48 likes, 4 comment, 2 shares, 145 engagements , 939 people reached .	" Thank you" "Thank you so much "
			Mar 9 :- Posted the Run Like You Care 5K / 10K event and information . The event is scheduled for 4/10/21 @ 7am @ Lake Wailes across from Kiwanis Park :- 6 engagements, 164 people reached.	
 Twitter	1,775	+4	Top Tweet: Mar 3 :- "Posted an overview picture from Police drone footage of the completed Northwest Mural at the Intersection of Lincoln Ave and C Street. The #Mural was painted by EJ Nieves:- 4 likes , 4 retweets	
(Commission meetings are Live tweeted)			Top Mention:- Feb 11:- by @LakewalesnewsN :- Residents stunned and angered as @CityofLakeWales contractor massacres shady YMCA parking lot oaks:- 1 like , 24 engagements	
			Top Media Tweet Feb 22:- " Progress of the Lincoln Avenue Mural :- 3 likes, 2 retweets, 680 impressions	
 Instagram	1,149	+9	Feb 26 :- Posted picture of as the Lake Wales Chapter of the DAR (Daughters of the American Revolution) dedicated a special marker on the grave of Lee Sample Ebert :- 13 likes	
			Mar 3 :- Posted an overview picture of the Northwest Mural by EJ Nieves:- 47 likes , 2impressions	"wow! How long will the paint stay like that, because it looks amazing." "Wow"

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 LinkedIn	189	+0	Mar 3 :- Posted an overview picture from Police drone footage of the completed Northwest Mural at the Intersection of Lincoln Ave and C Street. The #Mural was painted by EJ Nieves:- 12 likes , 242 impressions	