

Board of Park Commissioners Office of Public Information Report

Wednesday, March 13, 2024
Presented by Ann Shea, Parks Public Information Officer





Social Media

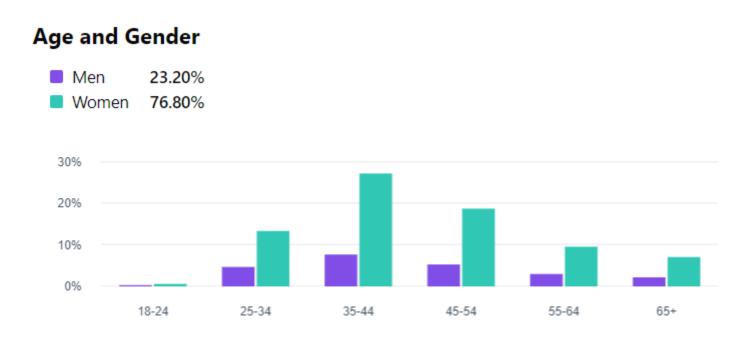
MADISON PARKS Social Media Platforms	Followers February 2023	Followers February 2024	
Facebook (est. January 2012) cityofmadisonparks	10, 561	11,362	8% increase
Instagram (est. August 2018) @madisonparkswi	3,789	4,480	18% increase
Twitter (est. June 2010) @madisonparkswi	6,250	6,189	1% decrease
YouTube (est. 2022) @madisonparkswi	69	98	42% increase



Facebook

• 11,362 Followers February Snapshot

3	Post reach	53,055
	Post engagement	2,935
	New Page likes	49
~	New Page Followers	129





MADISON PARKS

Telling Our Story

#MadisonParksLandManagement cityofmadison.com/parkslandmanagement

As part of the oak savanna restoration efforts, invasive trees and brush were removed in Indian Springs Park, located on Madison's southside. Oak savannas were once one of the most dominant, biodiverse ecosystems in Southern WI. They rely on frequent, low-intensity fire to maintain their open-grown oak trees and diverse understory of native grasses and wildflowers. With the suppression of fire over the past several decades, many of our oak savannas have been filling in with invasive brush and fire-intolerant trees, halting the regeneration of our keystone Oak trees. To continue restoring this diverse ecosystem that is vital to pollinators, as well as the entire food web, we plan to reintroduce fire in this area, along with seeding and invasive weed management. #madisonparkslandmanagement cityofmadison.com/parkslandmanagement





① 27 1 share

Early this winter West Parks staff scattered native seed in the oak savanna area along Owen Parkway at Hoyt Park. The plan is to convert some areas of turf into native plant meadows that will reduce mowing and increase pollinator habitat in parks. Mowing less minimizes root compaction from equipment which can stress the trees. Mowing less also reduces the use of fossil fuels in parks.

cityofmadison.com/parkslandmanagement #madisonparkslandmanagement



City Parks Alliance, Aldo Leopold Nature Center and 385 others 32 comments 28 shares



Sunday • August 11 • 2024



RideTheDrive.com

MADISON PARKS

- Logo Design
 - Worked with graphic design from initial concepts to final design
- Website
 - Homepage, Volunteers, Vendors, Sponsors & FAQs
- Printed Marketing Materials
 - **Businesses Along the Route**
 - Volunteers
 - **Sponsors**
 - Posters & Flyers
- **News Release**
 - WSJ front page story
- Social Media
 - Teaser posts 3 days out
 - Big reveal video 2/29

WISCONSIN STATE 🚔 JOURNAL

funding

GOLTWEST REPRINES \$25th in grant mency for hospitals in worth orn West term after announced dutures LOCALASTATE, AS

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NOT THE PLAN

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(A) INSCIDENCE ON

MADISON

PARKS

DOWNTOWN | RIDE THE DRIVE



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Returning riders will pedal to more parks



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EXACT SCIENCES RISKGUARD

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McConnell to step down as Senate leader

WASHINGTON - MINAME-Connell, the longest-serving Amain leader in history who

Coming Up

- 2023 Annual Report
- Park & Open Space Plan
- Marketing & Communications
 - Golf
 - Aquatics
 - Parks Alive
 - Volunteer Program
- Ribbon Cuttings

