



**MADISON  
PARKS**

# 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

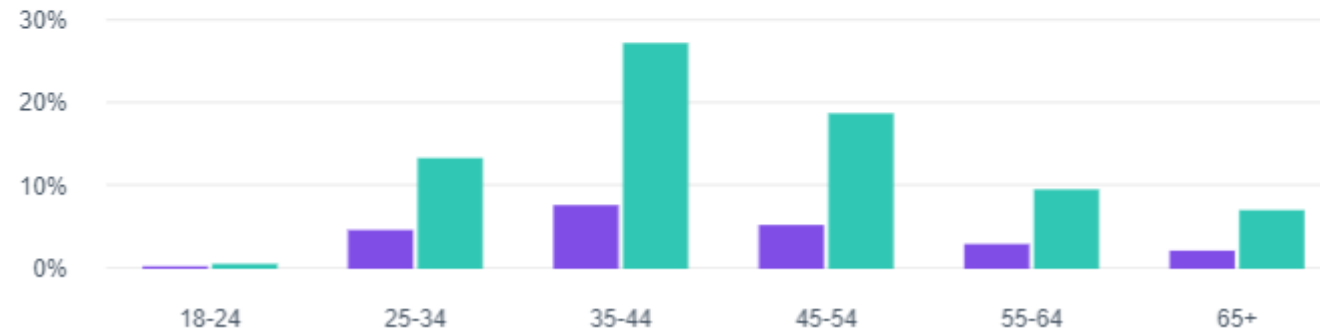
# Facebook

- 11,362 Followers
- ## February Snapshot

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

### Age and Gender

Men 23.20%  
Women 76.80%



# 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



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



- 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



# Coming Up

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

What's Your Vision for  
Madison's Parks &  
Open Spaces?



**Park & Open  
Space Plan  
2025-2030**

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**MADISON  
PARKS**