

# MADISON PARKS

## Public Information Office

Board of Park Commissioners Presentation

Ann Shea, Parks Public Information Officer

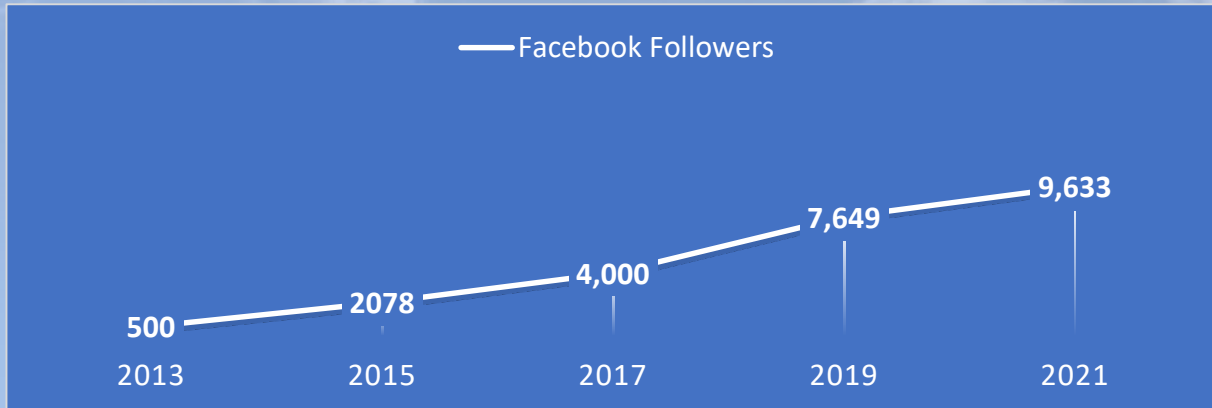
February 9, 2022



# • Social Media



Main Social Media Platforms	2021	2020 Followers	2019 Followers	2018 Followers	Audience Demographics
Facebook (est. January 2012) cityofmadisonparks	9,633	8,761	7,649	6,032	Location: Dane County (71%) Gender: Women (77%) Age Range: 25-44 (48%)
Instagram (est. August 2018) madisonparkswi	3,173	2,466	1,502	997	Location: Madison (75%) Gender: Women (73%) Age Range: 25-44 (71%)
Twitter (est. June 2010) madisonparkswi	6,204	5,799	5,257	4,934	Location: Wisconsin (71%) Gender: Women (62%)



**251 Following**    **6,204 Followers**

**226 Following**    **5,799 Followers**

**186 Following**    **5,257 Followers**





Wed Jan 5, 12:41pm  
**OPEN: Vilas, Olbrich gene...**

Post  
Reach 8.4K



Dec 29, 2021  
**Our work at Madison park...**

Post  
Reach 7K



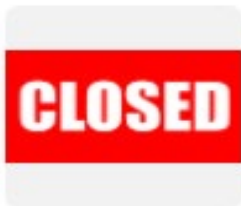
Fri Jan 7, 11:22am  
**It's a dream weekend for ...**

Post  
Reach 6K



Dec 30, 2021  
**This is what Heritage Hei...**

Post  
Reach 5.9K



Sun Jan 2, 5:00pm  
**REMINDER GLENWAY GO...**

Post  
Reach 4.2K



Fri Jan 14, 8:44am  
**Are you ready? We have G...**

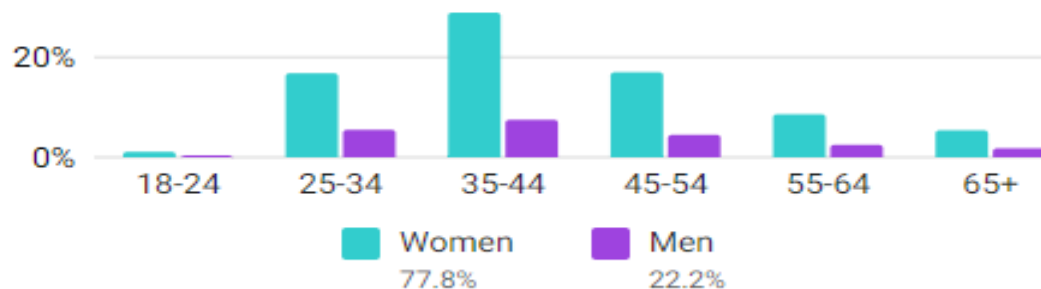
Post  
Reach 3.9K

### Audience

Facebook Page Likes

# 8.7K

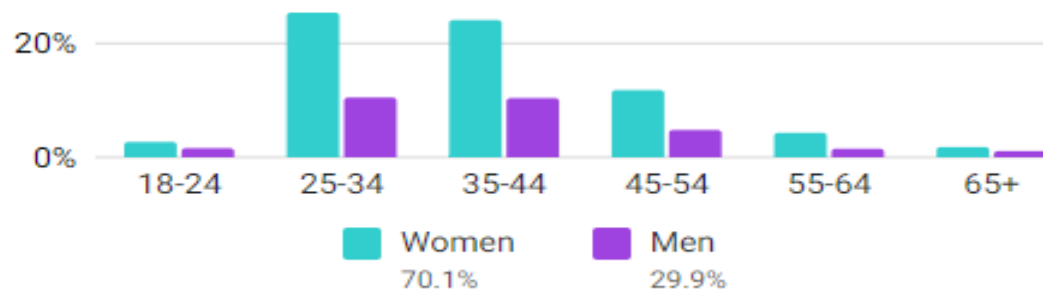
Age & Gender



Instagram Followers

# 3.2K

Age & Gender





# Instagram

## 2022 Milestone Achieved

- December 30 - 2,987
- December 31 - 2,995
- January 1 - 3,017
- As of Jan. 28 - 3,173



651 posts

3,173 followers

CONNECT WITH US  
play MADISON PARKS  
cityofmadison.com/parks

633 2,995 273  
Posts Followers Following

Madison Parks  
Government organization

CONNECT WITH US  
play MADISON PARKS  
cityofmadison.com/parks

December 30... 3:47 PM

We're so close to 3,000 followers! Help us reach this milestone by the start of the new year. Please invite your friends to follow @madisonparkswi

631 2,987 270  
Posts Followers Following

Madison Parks

as we capture more than 270 Wisconsin. in the annual est. n/parks/winte...

January 1 7:13 AM

We're so close to 3,000 followers! Help us reach this milestone by the start of the new year. Please invite your friends to follow @madisonparkswi

CONNECT WITH US  
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cityofmadison.com/parks

631 2,987 270  
Posts Followers Following

Madison Parks  
Government organization  
Follow our journey as we capture the images of the more than 270 parks in Madison, Wisconsin. Enter your images in the annual photography contest.  
@MADISONPARKSWI

CONNECT WITH US  
play MADISON PARKS  
cityofmadison.com/parks

634 3,017 273  
Posts Followers Following

Madison Parks

Huge thanks to our friends at @danecountyparks for share & shoutout!

WE DID IT!

# E-Newsletters!

## Email Lists

Sign up to get email updates and alerts from the City of Madison.

Email Address: [ashea@cityofmadison.com](mailto:ashea@cityofmadison.com) [This is not my email](#)

### Parks

- Madison Parks News
- Golf Updates
- Law Park Plan
- Goodman Pool Updates
- Ride the Drive Updates
- Vilas Park Master Plan
- Parks Volunteer News
- Winter Activities
- Warner Park Community Recreation Center

### Confidentiality

By participating on this list the Wisconsin Public Records Laws may subject your email address to disclosure to third parties. By selecting "Yes" you are requesting that we treat your email address that you have provided to this list as confidential and you are also stating that you would not participate in this service if the City is obligated to release your email address to such third party requesters.

- Yes**, keep my information confidential.
- No**, do *not* keep my information confidential.

SUBMIT

## Current Number of Subscribers

- Madison Parks News – 4,742
- Golf News– 2,474
- Goodman Pool News – 3,481
- Volunteer News - 842
- Winter Fun – 3,971
- Warner Park CRC – 3,280
- Ride the Drive – 1,201

Subscribe to Parks E-News



# Parks Homepage Revamped

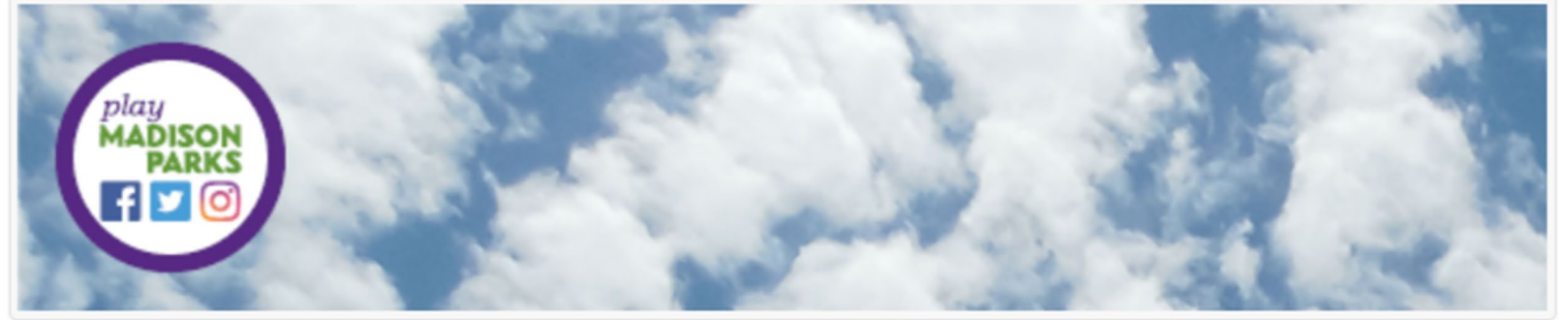
- Green Toolbar now with Find a Park
- Single image, focused feature
- Quick Go-To for the most popular pages
  - Seasonal Icons – up to 5
  - I Want To....
  - Facilities
  - Follow on Social
- Support Madison Parks
  - Volunteer
  - Donate – direct link to MPF

The screenshot displays the City of Madison Parks homepage with the following elements:

- Green Navigation Bar:** Home, Find a Park, Events, Reserve, Projects, Permits, Golf, Volunteer, About, Contact.
- Featured Article:** "Winter Fun in Madison Parks" with a background image of a snowy forest. Text: "Find winter recreation activities and events happening in Madison Parks. Check the status of ski trails and ice rinks, find a sledding hill, and see our snowshoeing suggestions."
- Seasonal Icons:** Five icons representing Cross-Country Skiing, Ice Skating, Snowshoeing, Winter Fun, and Photography Contest.
- I Want To...:** Find a Park, Reserve a Shelter, Buy a Permit, Subscribe to Email News.
- Facilities:** Golf Courses, Goodman Pool, Olbrich Botanical Gardens, Warner Park Community & Recreation Center.
- Follow us on social media!:** Facebook, Instagram, Twitter.
- Support Madison Parks:** Volunteer, Donate buttons.
- News:** "You're invited: First Public Meeting set for New Imagination Center at Reindahl Park" (Posted 1/11/2022).
- Events:** 01/28/2022 Groove & Glide, 01/29/2022 Kids Ice Fishing Day, 01/29/2022 Winter Prom.
- Madison Parks Blog:** "Olneyway Grounds are Closed" (12/29/2021, 12:19 PM).

# Newsletters

- New page under About
- Find a link to the most recent e-newsletters
- Link to subscribe button



Madison Parks periodically sends timely news about upcoming events, projects and initiatives.

Subscribe

## Recent Newsletters

- January 28, 2022: [Winter Fun: Groove & Glide, Skate Cinema](#)
- January 20, 2022: [Winter Fun: Events This Weekend](#)
- January 14, 2022: [Winter Fun: Your Weekend Guide](#)
- January 7, 2022: [Winter Fun: Ice Skating](#)
- January 5, 2022: [Learn to Play Hockey, Vilas & Elver open](#)
- December 29, 2021: [Winter Fun: Cross-Country Skiing](#)
- December 23, 2021: [2022 Calendars now 50% off!](#)