



MADISON PARKS







Office of Public Information

Board of Park Commissioners Presentation

Ann Shea, Parks Public Information Officer

February 8, 2023

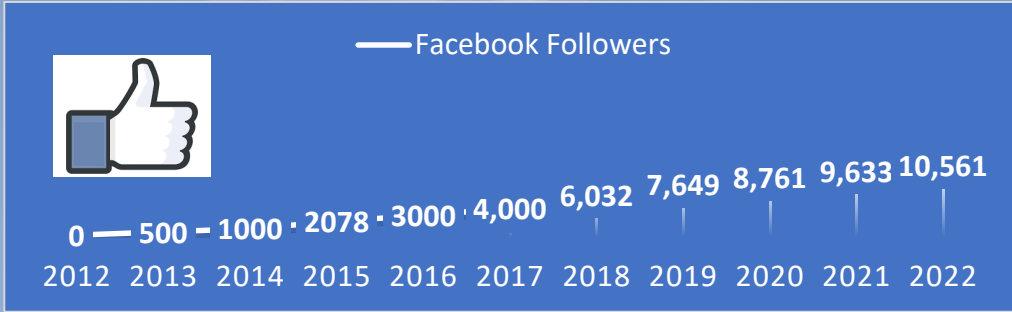
Social Media

MADISON PARKS Social Media Platforms	Followers <i>(as of 1/24/2023)</i>	Audience Demographics
Facebook (est. January 2012) cityofmadisonparks 	10, 561	Location: Madison (50%) Gender: Women (78%) Age Range: 25-44 (58%)
Instagram (est. August 2018) @madisonparkswi 	3,789	Location: Madison (53%) Gender: Women (70%) Age Range: 25-44 (85%)
Twitter (est. June 2010) @madisonparkswi 	6,250	Location: Wisconsin (71%) Gender: Women (62%)
YouTube (est. 2022) @madisonparkswi 	69	Not enough data to show demographics
Facebook @WarnerParkCRC 	1682	Location: Madison (62%) Gender: Women (82%) Age Range: 25-44 (75%)
Facebook Odana Hills Golf Course 	706	Location: Madison (34%) Gender: Men (79%) Age Range: 25 – 54 (75%)



Facebook

10 years. 10,000+ Followers



Madison Parks
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Make plans to see three design team presentations as they present live & in person, their proposed master plans for the Lake Monona Waterfront! Please join us in re-imagining possibilities for the Lake Monona Waterfront on Thurs., Jan 26 at 6PM in rooms 301-302 at Central Library. Design teams will present in person, and the event will also be live-streamed to the Madison City Channel for remote viewing.

<https://www.cityofmadison.com/.../lake-monona-waterfront-desi...>

#madisonwi #madisonwisconsin #lakemonona #lakemononawaterfront #madisonparks @madisonpubliclibrary

1.7 miles of lakeshore
Three world-class design teams
A new vision for Madison's connection to Lake Monona

Get more likes, comments and shares
When you boost this post, you'll show it to more people.

4,859 People reached 218 Engagements **Boost post**

11 shares

Performance for your post		
4,859 People Reached		
75 Reactions, Comments & Shares		
53 Like	5 On Post	48 On Shares
3 Love	1 On Post	2 On Shares
1 Wow	0 On Post	1 On Shares
7 Comments	0 On Post	7 On Shares
11 Shares	11 On Post	0 On Shares
143 Post Clicks		
27 Photo views	73 Link clicks	43 Other clicks
NEGATIVE FEEDBACK		
0 Hide post	0 Hide all posts	
0 Report as spam	0 Unlike Page	
Reported stats may be delayed from what appears on posts		

Top Reaching Posts in 2022		
	Candlelight Snowshoe Hike Dec 5, 2022	58,535
	Candlelit Snowshoe Hike Dec 2, 2022	55,266
	They're back! Dandelions are bloo... May 11, 2022	40,344
	Bird & Nature Festival 2022 Feb 17, 2022	25,145
	Public Information Meeting - Olbri... May 20, 2022	21,768
	Hayrides & Hikes at Cherokee Marsh Aug 12, 2022	18,402
	Learn to Kayak & Standup Paddleb... Jul 21, 2022	17,265
	Trucks & Treasures Aug 3, 2022	11,731



Newsletters

Current Number of Subscribers

- Madison Parks News – 4,958
- Golf News– 2,626
- Goodman Pool News – 3,665
- Volunteer News - 895
- Warner Park CRC – 3,388
- Winter Fun – 4,163

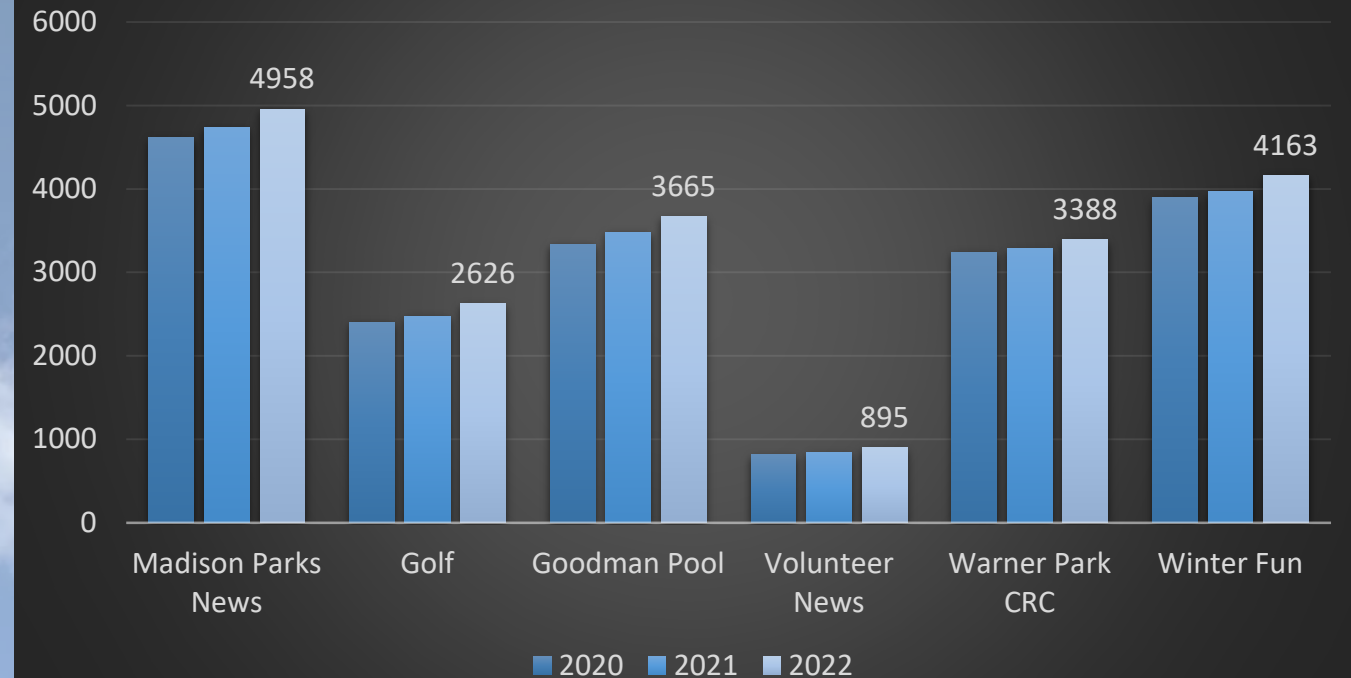
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Recent Newsletters

What's happening in Madison Parks delivered to your inbox.

- January 19, 2023
 - [Groove & Glide | Winter Prom | Design Challenge](#)
- January 11, 2023
 - [This Weekend's Events + Winter Prom + Lake Monona Waterfront](#)
- January 4, 2023
 - [Winter Prom | Penn Park | Lake Monona Waterfront](#)
- December 8, 2022
 - [We Moved! | Family Fun Night | Input Meeting](#)
- November 22, 2022
 - [2023 Calendar Photo Winners](#)

E-News Subscriber Growth



Website Review - Siteimprove

756 Pages

- Broken Links
- Misspellings
- Reading Level
- Size of Images
- Fresh Content



Next Up!

- *New* Tenney Park Frozen Lagoon Ice Skating Video
- 2022 Annual Report
- Goodman Pool Guide
- Golf's Code of Conduct
- Parking in Parks
- Revamping of Boat Launch Kiosks
-and more

