



MONMOUTH COUNTY PARK SYSTEM

SOCIAL MEDIA STATS - APRIL 2022

FACEBOOK

Total number of followers: 25,723

Recent posts that have engaged visitors the most (these are posts that people actually clicked the link on, viewed photos, shared on their own Facebook page, or commented on):

- Cherry blossoms beginning to bloom at Holmdel Park (reached 12,230 people, 452 reactions)
- Post about upcoming Full Moon Hike at Freneau Woods Park (reached 12,384 people, 245 reactions)
- April Fool's Day post (reached 12,393 people, 315 reactions)

Most recent paid advertisements through Facebook:

- Spring Craft Show (spent \$200, reached 43,608 people, had 2,174 link clicks)
- E. Murray Todd Half Marathon (spent \$250, reached 43,542 people, had 998 link clicks)
- Creative Arts Exhibit (spent 300, reached 16,651 people, had 780 link clicks)

Additional Facebook pages managed with current follower count:

- Bayshore Waterfront Park: 3,338
- Big Brook Park: 1,154
- Clayton Park: 1,078
- Deep Cut Gardens: 7,697
- Dorbrook Recreation Area: 3,620
- Dorbrook Recreation Area Sprayground: 10,845
- Fisherman's Cove Conservation Area: 1,551
- Fort Monmouth Recreation Center: 2,453
- Freneau Woods Park: 610
- Hartshorne Woods Park: 2,439
- Historic Longstreet Farm: 4,688
- Historic Walnford: 1,545
- Holmdel Park: 8,346
- Huber Woods Park: 1,311
- Manasquan Reservoir: 10,503
- Manasquan Reservoir Environmental Center: 3,817
- Monmouth County Fair: 5,716
- Monmouth County Park System Golf Courses: 1,937
- Monmouth Cove Marina: 987
- Mount Mitchill Scenic Overlook: 1,847
- Seven Presidents Oceanfront Park: 11,682
- Shark River Park: 122
- Sunnyside Equestrian Center: 570
- Tatum Park: 1,881
- Thompson Park: 4,820
- Turkey Swamp Park: 4,411
- Wolf Hill Recreation Area: 363

INSTAGRAM

Total number of followers: 6,952

Recent posts that have engaged visitors the most based on likes and reach:

- Wild Wildlife post about a red fox (220 likes, reached 2,357 people)
- Cherry blossoms beginning to bloom at Holmdel Park (184 likes, reached 2,282 people)
- April Fool's Day post (184 likes, reached 3,279 people)
- Post about upcoming Full Moon Hike at Freneau Woods Park (151 likes, reached 3,365 people)

TWITTER

Total number of followers: 2,856

Recent posts that have engaged visitors the most:

- Cherry blossoms beginning to bloom at Holmdel Park (reached 2,043 people, 27 likes)
- April Fool's Day post (reached 992 people, 8 reactions)
- Flowers blooming at Deep Cut Gardens (reached 475 people, 12 likes)