

How we can use social media to
generate better outcomes for
our parks

City of Wolverhampton Council

Public Realm

How we use social media



How we use Twitter



to connect with local
people who are
passionate about
their parks

How we use Twitter



@wolvesparkies

How we use Twitter



@wolvesparkies

@northycote

How we use Twitter



@wolvesparkies

@northycote

@smestowvalley

How we use Twitter



@wolvesparkies

@northycote

@smestowvalley

@pendefordmill

How we use Twitter



@wolvesparkies

@northycote

@smestowvalley

@pendefordmill

@opspringclean

How we use hashtags



#wonderfulwulfrunians

How we use hashtags



#wonderfulwulfrunians

#clearitup

#opspringclean

#cleanitup

#cleanergreenerbetter

How we use social media



How we use Facebook



Wolverhampton_Parks

How we use Facebook



Wolverhampton_Parks
northycotefarm

How we use Facebook



Wolverhampton_Parks
northycotefarm

West-Park-

Wolverhampton-Official

How we use Facebook



Wolverhampton_Parks

northycotefarm

West-Park-Wolverhampton-Official

EastParkWolverhampton

How we use Facebook



Wolverhampton_Parks

northycotefarm

West-Park-Wolverhampton-Official

EastParkWolverhampton

Smestow-Valley-Local-

Nature-Reserve

How we use Facebook



Wolverhampton_Parks

northycotefarm

West-Park-Wolverhampton-Official

EastParkWolverhampton

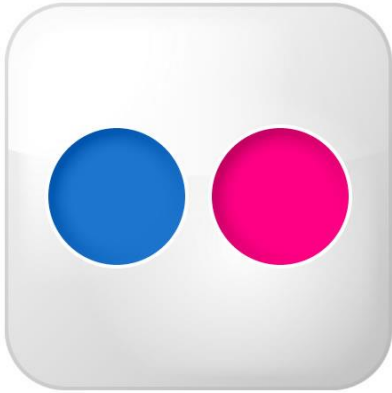
Smestow-Valley-Local-Nature-
Reserve

opspringclean

How we use social media

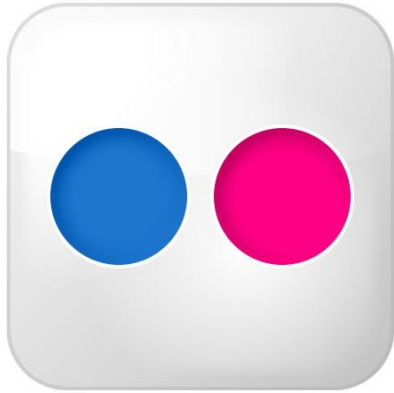


How we use Flickr



wolvesparkies

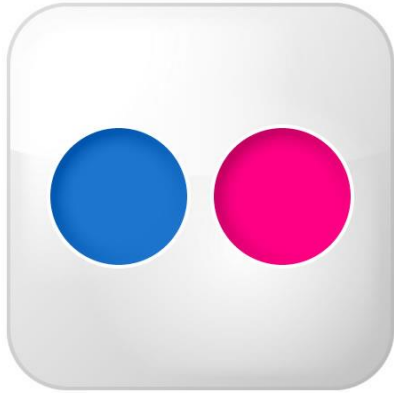
How we use Flickr



Wolvesparkies

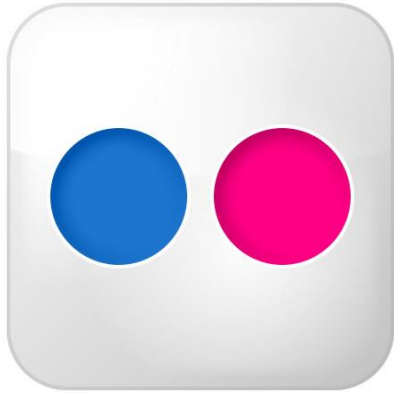
Wolverhampton's Great Outdoors

How we use Flickr



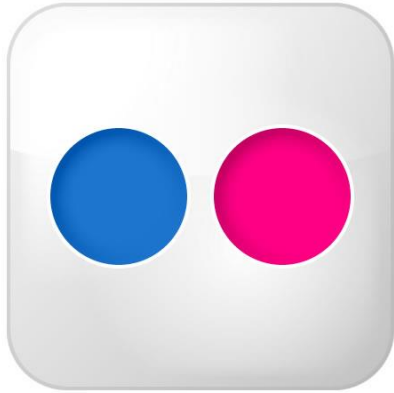
Residents and visitors
sharing their
photographs of their
favourite outdoor
spaces

How we use Flickr



Residents and visitors
sharing their
photographs of their
favourite outdoor
spaces

How we use Flickr



Creative Commons credit Jason Gambone ©

How we use Pinterest



Boards covering everything from our events, our sites to wildlife, funny benches and celebrating our wonderful Wulfrunians

How we use Pinterest



How we use Pinterest



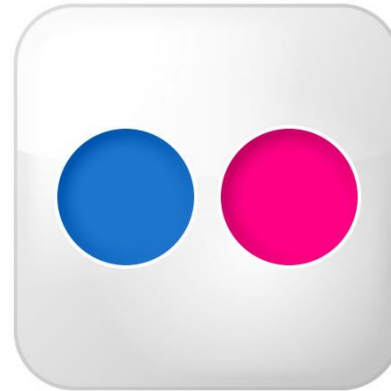
How we use Pinterest



How we use Pinterest



How we use social media



How we use social media



Wilf

Our alter-ego who helps us to promote activities and events on sites

How we use social media



Wilf encourages visitors to take photographs in our parks and green spaces and share them on our Flickr stream.

How we use social media



Wilf helps to promote our dog poo and anti-littering campaigns and supports the work of Operation Spring Clean

How we use social media



Wilf 'shares the love'
not just at Valentines
but all through the year!
#LoveWhereYouLive

How we use social media

Keeping it local –
keeping it small – come
rain or shine!



How we use social media



Operation Spring Clean is an event that takes place for two months each year during March and April.

How we use social media



How we use social media



streetlife.com
the local social network

