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# What went viral

**By Zander Frost**  
Chronicle Staff Writer

Chronicle readers made 2021 our biggest digital year yet. Your likes, shares, and comments made our posts on Facebook and Instagram reach hundreds of thousands of people!

It's always interesting seeing what resonates with our readers. Sometimes, we're sure a post will go viral, but it falls flat. Other times, a post we're less sure about will rocket up to tens of thousands of views. We learn from what people do and don't react to.

**These 10 Chronicle stories in 2021 got the most play on Facebook, Instagram**

**Lake George small-scale boat tours** are popular with visitors, operators — and readers, judging by reaction to Zander Frost's story after posting on our Facebook page.



Chronicle photo/Mark Frost

In your honor, we're counting down the posts that were most popular — receiving the most views — this year.

**10. Aug. 23: The Lake George charter boat business is booming!** And more and more operators and boats are getting into the business.

Lake George Park Commission executive director Dave Wick noted, **"We strongly prefer tour boat operators over rental boats,** because you have a licensed captain. We know where they're working out of. And we have a record of them..."

Some people wonder if there can be too many tour boats, but Captain Ron Miller of Love is on Lake George cruises said "the more people that can come here and visit and get out

on the water and enjoy being out on the water is good."

**9. Sept. 10: Vintage brick unearthed during repaving in front of First Presbyterian Church.**

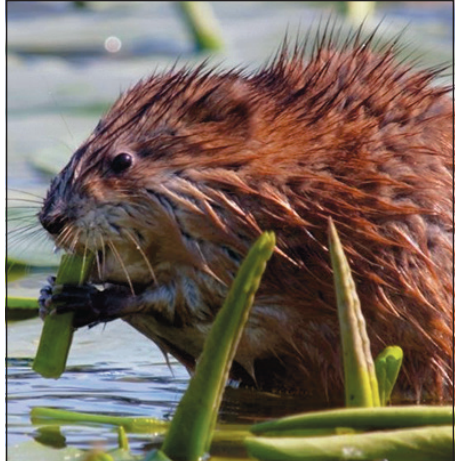
Managing editor Cathy DeDe posted her photo, asking, "How deep do we have to dig to uncover our shared history? Not very, as the Glen Street paving project demonstrates here."

Commenters had a field day. "Just looking @ these pictures & driving down Glen St.. just think how hard our forefathers worked to put all those bricks down....& Kids today don't even wanna work," wrote

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**Sept. 5 — Our most viewed front page of the year!**



## All about muskrats

By naturalist Howard Romack ► **19**

# Push to limit wood burning

"Climate Action Council takes aim at 'Upstate wood smoke,'" the Albany Times-Union touted in its Dec. 20 news digest.

Reporter Roger Hannigan Gilson's story began, "The council working on the beginning stages of a plan to dramatically reduce greenhouse gases in the state is looking into how reducing wood smoke could benefit the health of upstate New Yorkers."

It said, "The 22-member Cli-

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**Neighborhood salutes retiring mailman**

► **2**

## People dying is worse for business than making them mask or vaccinate

Dear Mark,  
You report that some folks think that requiring them to protect themselves and others from Covid-19 by inoculation or masking is bad for business. But aren't hospitalized or dead employees and customers even worse for business? In my 3rd grade class I was asked "compare and contrast" ques-

tions as a way of teaching me to understand the world. What am I missing here?

— **Bob Kafin, Bolton Landing**

## Democrats turned 'robust economy' & 'secure borders' into a 'failed federal govt.'

Mark,

Two years ago, we had a robust economy with opportunity for all, secure borders, and the world's respect. Sadly, due to an avalanche of lies from

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