

**Racine Zoological Society  
Park and Recreation Board Meeting  
reporting on January 2025**

**Executive Director**

- Submitted several grants and sponsorship packages for the upcoming year
- Creating solutions to additional fundraising efforts
- TV appearances
- Strategic Planning
- Construction work
- Capital Campaign work

**Membership**

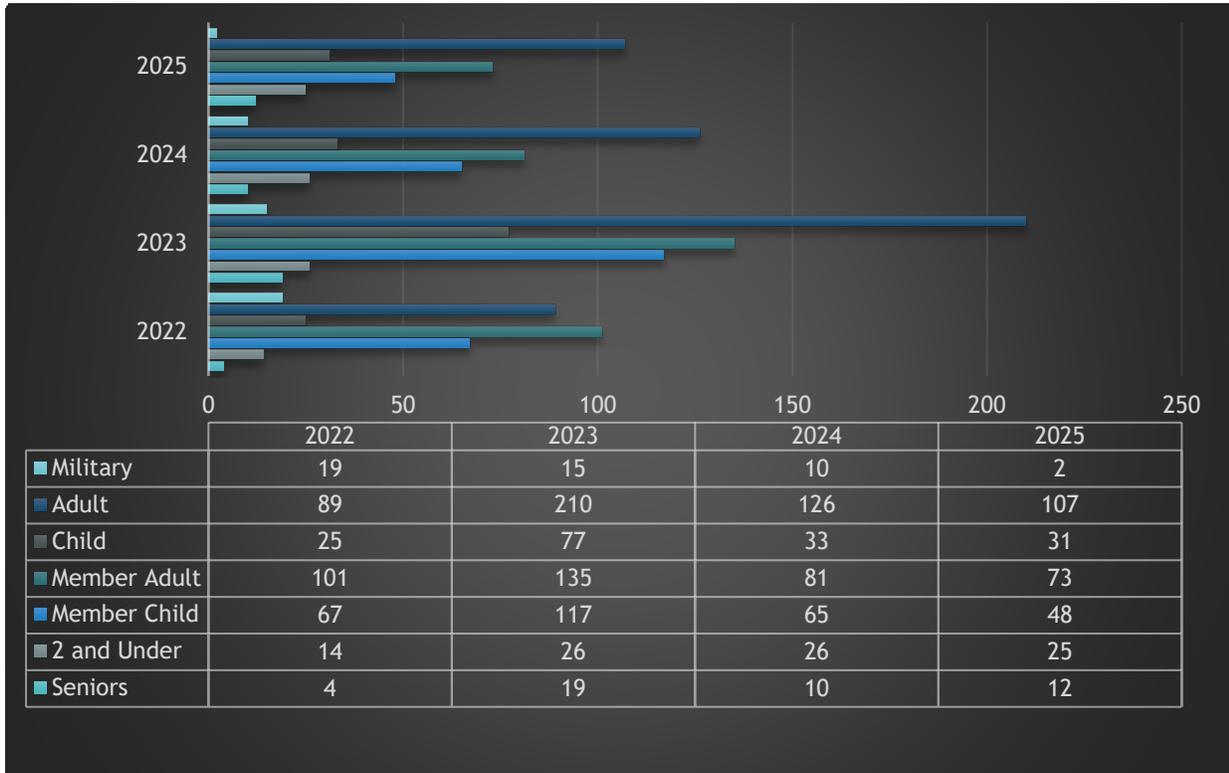
- Total memberships households = **2,284**

**Attendance for January 2025**

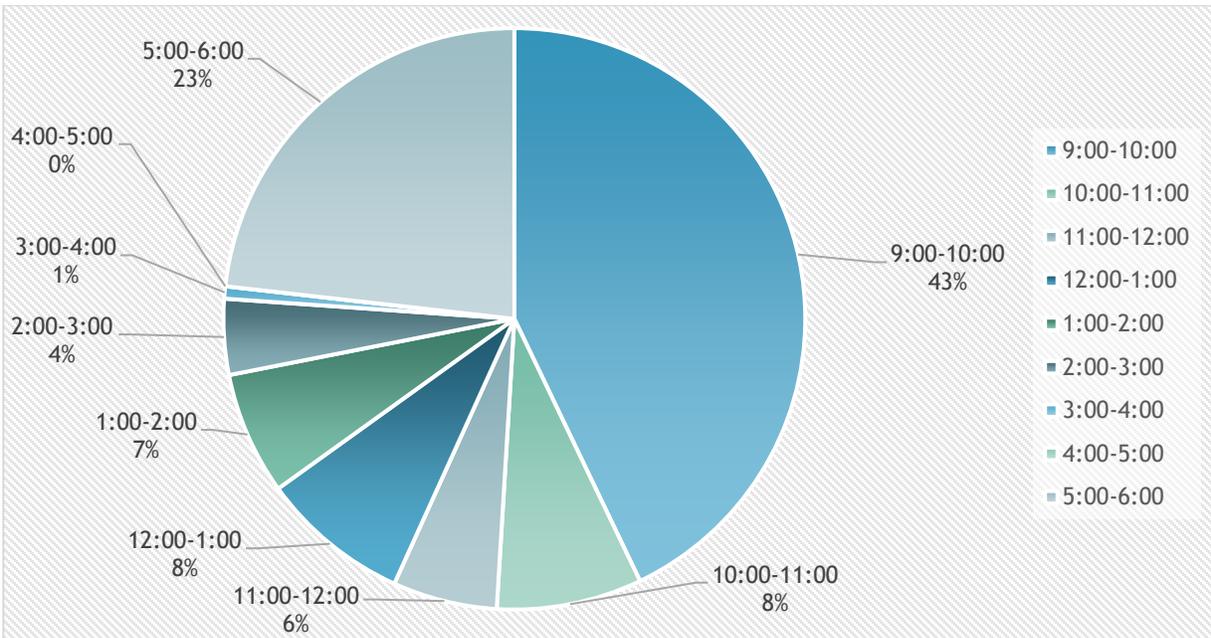
January Attendance 2024 – 2025

	January 2024	January 2025	Variance	Percent change
<b>Adults</b>	126	107	-19	-15.1%
<b>Children</b>	33	31	-2	-6.1%
<b>Member Adults</b>	81	73	-8	-9.9%
<b>Member Children</b>	65	48	-17	-26.2%
<b>Child 2 and under</b>	26	25	-1	-3.8%
<b>Seniors</b>	10	12	2	20%
<b>Military</b>	10	2	-8	-80%
<b>Education</b>	171	405	234	136.8%
<b>Events</b>	586	176	-410	-70%
<b>Total</b>	1108	879	-229	-20.7%

# January Admissions Attendance 2022-2025



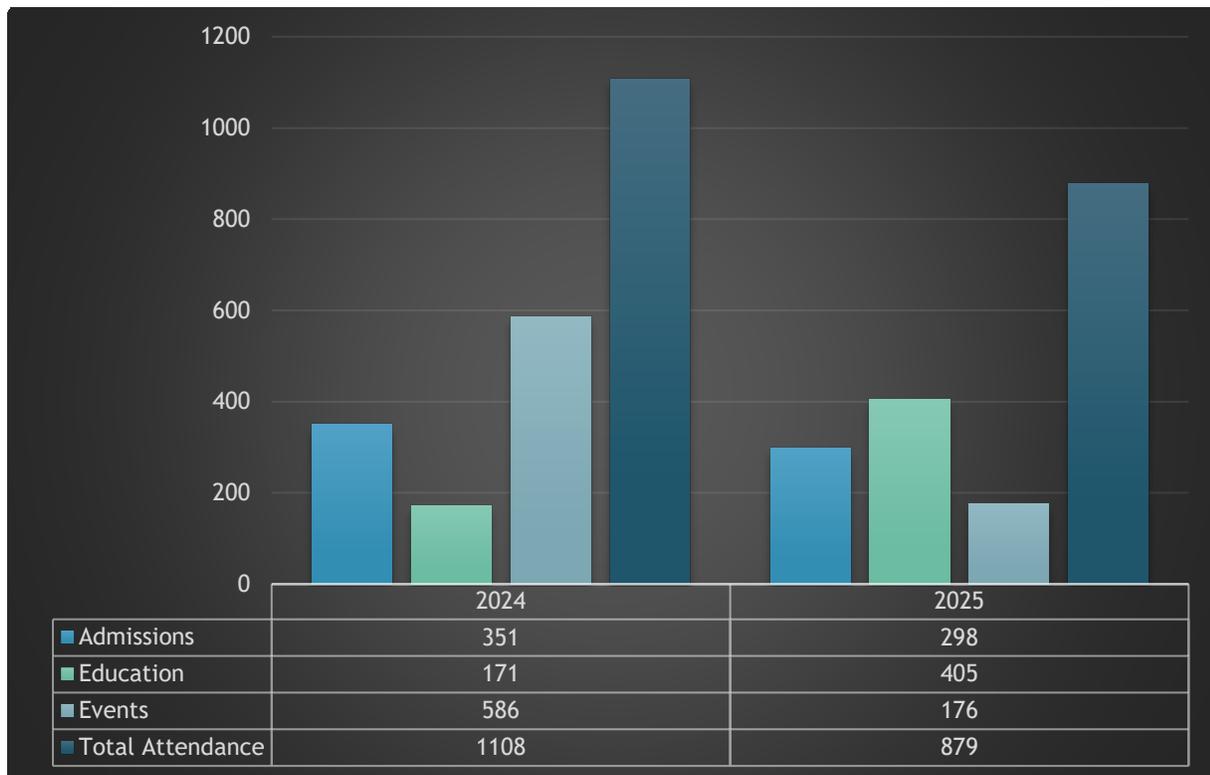
## January 2025 Attendance by Hour



Education - 9:00AM – 10:00AM  
 General Admissions – 10:00AM – 4:00PM  
 Events – 5:00PM – 6:00 PM

## YEAR TO DATE Attendance 2024-2025

	YTD 2024	YTD 2025	Variance	Percent Change
Admissions	351	298	-53	-15.1%
Education	171	405	234	136.8%
Events	586	176	-410	-70%
<b>Total Attendance</b>	<b>1108</b>	<b>879</b>	<b>-229</b>	<b>-20.7</b>



## January 2025 Municipality

<b>Racine County</b>	<b>Guests</b>
53105	8
53108	0
53126	16
53139	2
53167	0
53177	9
53182	0
53185	8
53402	95
53403	28
53404	5
53405	34
53406	39
<b>Total</b>	<b>244</b>

<b>Other Municipalities</b>	<b>Guests</b>
Kenosha	61
Milwaukee	41
Wisconsin	15

(Excludes Racine, Kenosha & Milwaukee Counties)	
<b>Illinois</b>	<b>67</b>
<b>Other States</b> (Excludes WI & IL)	<b>25</b>
<b>Outside US</b>	<b>28</b>
<b>Total</b>	<b>237</b>

	<b>GUESTS</b>
<b>Racine County</b>	<b>244</b>
<b>Other Municipalities</b>	<b>237</b>
Events & Education (Not Collected)	398
Data Not Collected (Admissions)	0
<b>January Total</b>	<b>879</b>

### Operations

- Fewer guests this month as it was mostly cold

### Animal Care

- **Veterinary Updates**
  - 1.0 Fossa, Kirindy, monitoring for age related issues
  - 0.1 Amur Tiger, Changbai is recovering well. Pleural effusion is not likely to resolve long-term, but she is improving overall!
  - 0.1 Penguin, Yellow, is receiving a prosthetic beak to replace the end of her upper beak, which was lost in November 2024
- **Collection Changes**

- Will receive 3.1 from the SSP (3.0 from Henry Vilas, 0.1 from another location) Awaiting SSP interim recommendation
- 1.0 Masai Giraffe, Jabari was humanely euthanized after a fall incident on 1-16-25
  
- **Staffing/Training**
  - Animal Care Staff re-started cross training on routines to continue to improve knowledge and diversity of skills across the department.
  
- **Other Updates**
  - Continuing (0.1), penguin acupuncture session, dog acupuncture (0.1)
  - Continuing frequent blood draw/injection sessions across collection, focused heavily on 0.2 lions, 0.1 Amur Tiger and 1.0 Masai giraffe. Beginning training for 1.0 Fossa, Kirindy and Inti
  - Continuing frequent hoof work and training with 2.1 Hartmann's Mountain Zebra, 1.0 Masai giraffes, 1.1 Eastern black rhinos
  - Working on setup for voluntary x-rays with primates
  - Working on voluntary cardiac ultrasound 1.0 Orangutan
  - Have begun formal observations of 1.0 Fossa and 1.1 Orangutan to determine exhibit use and behavioral budgets.

## Conservation Education

Program Title	# of Programs	Interactions	Touchpoints (Reach)	Notes
<b>On-Campus Programs</b>				
Animal Program	1	16	16	
Slumber Safari	0	0	0	
Preschool	7	46	48	
Behind-the-Scenes Encounter	0	0	0	
Wildlife Explorers	10	225	229	
Globes	20	170	208	
Scout Program	0	0	0	
<b>Off-Campus Programs</b>				
Animal Program	3	41	41	
ZAP (After School Program)	5	169	183	
COZI	2	21	30	
Senior Safari	27	566	594	
<b>Birthday Parties</b>				
On-Campus	0	0	0	
Off-Campus	1	17	30	
<b>AmeriCorps Program</b>				
On-Campus	2	42	51	
Off-Campus	6	153	163	
<b>Zoo Camp</b>				
Spring Break	0	0	0	
Summer	0	0	0	
<b>Daily Programs</b>				
Creature Feature	0	0	0	
Wildlife Theater		0	0	0

Other Events*		0	0	0		
<b>Subtotal</b>		84	1466	1593		
<b>Volunteer Guest Engagement</b>		9	79	82		
<b>TOTAL</b>		93	1545	1675		

<b>Compared to 2024</b>						
<b>Programs</b>	<b>2025 Number</b>	<b>2025 Participant</b>	<b>2024 Number</b>	<b>2024 Participants</b>	<b>% Variance Number</b>	<b>% Variance Participants</b>
On-Campus Programs	38	501	87	97	-56%	416%
Off-Campus Programs	37	848	12	408	208%	108%
Birthday Parties	1	30	1	50	0%	-40%
AmeriCorps Programs	8	214	0	0	100%	100%
Zoo Camp	0	0	0	0	0%	0%
Daily Programs	0	0	0	0	0%	0%
Other Events	0	0	0	0	0%	0%
Volunteer Guest Engagement	9	82	-	-	100%	100%
<b>Total</b>	<b>93</b>	<b>1675</b>	<b>100</b>	<b>555</b>	<b>-7%</b>	<b>202%</b>

<b>*Other Events</b>	
<b>Date</b>	<b>Event &amp; Attendance (if applicable)</b>
1/2/2025	All-Staff Education Meeting
1/2/2025	AmeriCorps check-in virtual meeting (Brooke)
1/3/2025	Volunteer Management Committee virtual meeting (Cassie)
1/8/2025	LCS Volunteers
1/13/2025	Transition Volunteers
1/14/2025	Party for the Planet virtual meeting (Abby)
1/15/2025	Party for the Planet coaching session (Abby)
1/16/2025	AmeriCorps check-in virtual meeting (Brooke)
1/16/2025	Volunteer Management Committee virtual meeting (Cassie)
1/24/2025	Community Partner Breakfast (Kylie)
1/27/2025	CBS 58 On-Campus (Abby)
1/27/2025	Transition Volunteers
1/28/2025	Party for the Planet virtual meeting (Abby)
1/29/2025	Racine & Me (Abby & Linguine)
1/30/2025	Education Seminar: Storytelling
1/30/2025	AmeriCorps check-in virtual meeting (Brooke)
1/31/2025	CBS 58 On-Campus (Abby)
<b>Grants and Proposals</b>	
<b>Title</b>	<b>Update</b>
AmeriCorps	Grant turned in for review 2026-27
ZAP	Programs continue; Grant was written, reviewed, & submitted
COZI	Programs continue
Sr Safaris	Programs concluded; Report was written & submitted
WLE	Programs continue; Some difficulty with RUSD WiFi
Party for the Planet	Purple martin associations contacted; coaching began

## **Facilities**

- Ran cable for primate WIFI
- Bled the radiators on the cat walk
- Ongoing work in bear building
- Had to replace the boiler pump up at LOG
- Fixed two heaters in rhino holding
- Installed four new cameras in zebra inside holding
- Reinforced Walton main gate for card access install
- General maintenance throughout the entire zoo on various projects
- Special event set up and take down



# Staff Activity Report

## Marketing | January 2025

### E-Blasts mailchimp.com

Name	Status	Audience	Folder	Analytics
<input type="checkbox"/> Racine Zoo Update: Brrr...Garden 1 week away! Regular email Last edited Sat January 25, 2025 4:03 pm by Beth Heidorn	Sent	Entire Zoo Database 10,663 recipients		33.4% 0.5% Opens Clicks
<input type="checkbox"/> Racine Zoo News: January 24 Regular email Last edited Fri January 24, 2025 12:18 pm by Beth Heidorn	Sent	Entire Zoo Database 10,670 recipients		34.3% 1.3% Opens Clicks
<input type="checkbox"/> Racine Zoo News: January 10 Regular email Last edited Thu January 9, 2025 2:20 pm by Beth Heidorn	Sent	Entire Zoo Database 10,684 recipients		30.7% 1.1% Opens Clicks
<input type="checkbox"/> Racine Zoo Update: Brrr...Garden Regular email Last edited Thu January 9, 2025 12:26 pm by Beth Heidorn	Sent	Entire Zoo Database 10,669 recipients		33.2% 0.8% Opens Clicks
<input type="checkbox"/> Racine Zoo Update: Something New...Animals & Igloos Regular email Last edited Tue January 7, 2025 1:33 pm by Beth Heidorn	Sent	Entire Zoo Database 10,710 recipients		34.6% 0.0% Opens Clicks

#### Performance over time



#### Summary

Contact counts are cumulative to date - Compared to last year

Total contacts 15,487 ↑ 31%	Subscribed 10,648 ↑ 0.24%	Non-Subscribed 0 -	Unsubscribed 4,839 ↑ 11.4%
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### Entire Zoo Database

Subscribers	Open Rate	Click Rate
10,648	23.4%	1.1%

### Members

Subscribers	Open Rate	Click Rate
1,747	24.2%	2.2%

\*NOTE: "Members" emails are included in "Entire Zoo Database" Audience Total Numbers

## ▶ MISCELLANEOUS PROJECTS

- Updated and created Event Posters
- Updated Website
- Content creation for all platforms

## ▶ OUTSIDE ADS

- Submitted Ads for January to the following:
  - Wind Point STROLL

RACINE ZOO PRESENTS

# Call Me Old Fashioned

**WEDNESDAY, MARCH 26, 2025**  
6PM – 8PM | RACINE ZOO

Call us old fashioned, but we can't help but love Wisconsin's classic cocktail! Step in from the cold and warm up by sampling unique old fashioned cocktails, enjoy hors d'oeuvres, meet an ambassador animal, and more!

**BUY TICKETS AT RACINEZOO.ORG**

 2131 N. Main St.  
Racine, WI  
53402

262.636.9189  
racinezoo.org

Follow us!  
@racinezoo

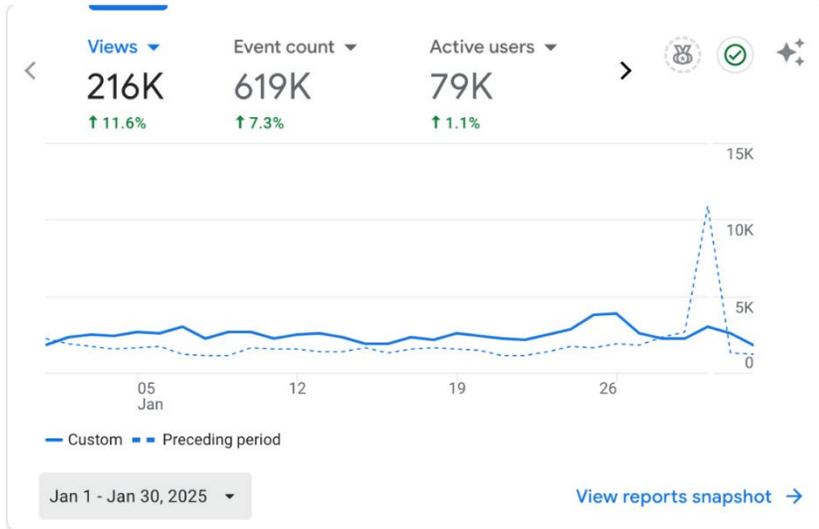
  

STROLL

# WEBSITE

raceinezoo.org

Updated articles, sliders and event pages. Setup and maintained ticket sales.



Sessions by Session default channel

SESSION DEFAULT ...	SESSIONS	
Organic Search	17K	↑ 11.6%
Direct	3.6K	↓ 10.1%
Referral	1.9K	↑ 74.0%
Organic Social	1.1K	↑ 42.6%
Paid Search	162	0.0%
Unassigned	61	↓ 12.9%
Email	3	0.0%

Jan 1 - Jan 31, 2025 [View traffic acqu...](#)

Views by Page title and screen

PAGE TITLE AND S...	VIEWS	
Welcome to the Raci...	4.3K	↓ 19.8%
Winter Picnic in a Sn...	1.4K	↓ 47.1%
Events Calendar   rac...	1.2K	↓ 52.2%
Arctic Fox Fact sheet...	2.5K	↑ 100.2%
Fennec Fox Fact She...	1.4K	↑ 33.5%
Hours/Admissions   r...	970	↓ 25.2%
Wonderland of Light...	66	↓ 96.8%

Jan 1 - Jan 31, 2025 [View pages and s...](#)

Data from Google Analytics

# FACEBOOK

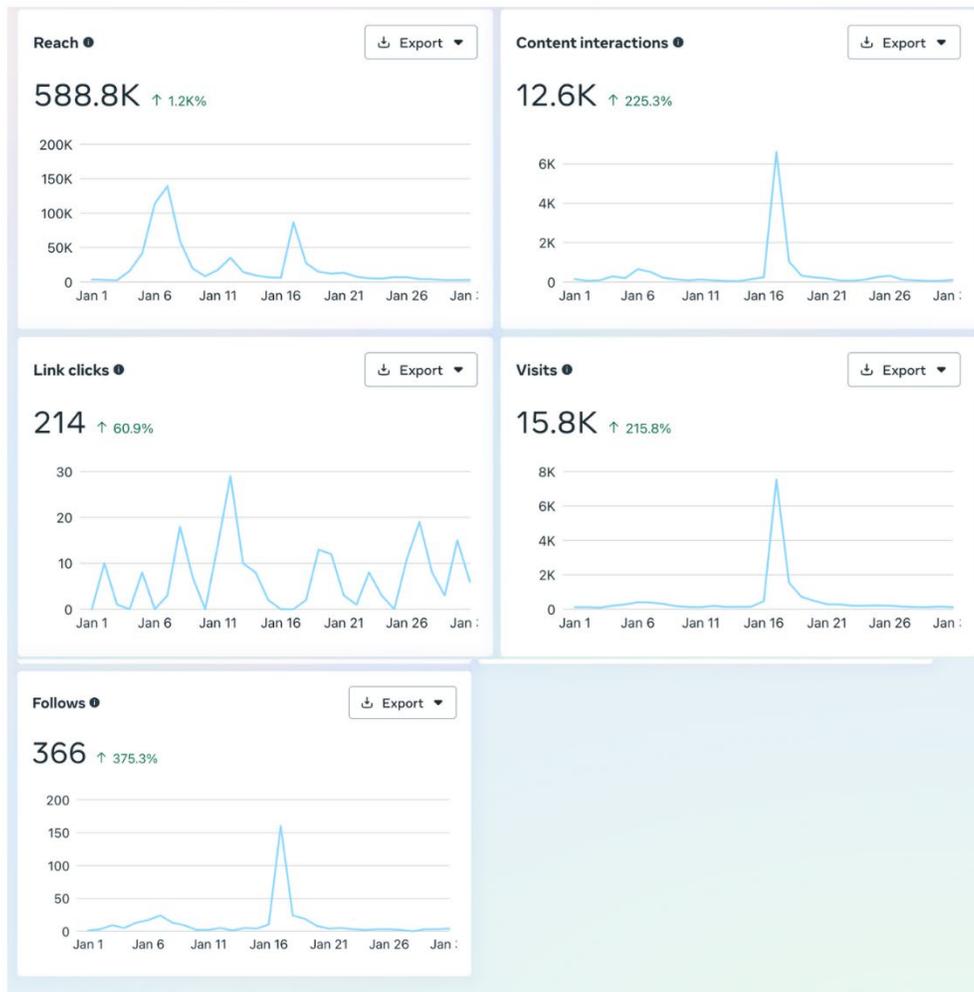
Followers: 46,193

Increased number of animal postings, posted about upcoming events. Increased post frequency to at least 1 a day. Scheduled at least one week in advance and to go out the same time to show consistency to our audience.

	Spring Break and Summer Camps are open for registration! 🎉 All Racine Zoo camps include up close encounters with animals, daily crafts, snacks, and plenty of hands on learning about animals, wildlife, and the environment. Give your child the experience... Photo - Sat, Jan 18	Views: 4,745 Reach: 3,094 Interactions: 26	Boost post		Have you ever seen a rhino getting a pedicure? 🦏 At the Zoo, our staff works diligently to provide the best care for our animals, and within those duties, is hoof care. All of our hoofstock from goats, to giraffes, to rhinos participate in daily training, which... Photo - Sat, Jan 25	Views: 11,158 Reach: 7,032 Interactions: 139	Boost post
	Racine Zoo is profoundly saddened to report the passing of one of our dearest residents, Jabari the Mass Graffe. Since his arrival at the Racine Zoo in October of 2017, Jabari has been a fan favorite, and the Zoo's summertime visitors, through... Photo - Fri, Jan 17	Views: 177,788 Reach: 76,678 Interactions: 3,261	Boost post		Creature Feature : Hartmann's Mountain Zebra 🦓 At the Racine Zoo, we have two zebras, Ohi and Promise. Zebras have excellent hearing, eyesight, and speed (up to 35 mph). They also have an extremely powerful kick that can cause injury to... Photo - Fri, Jan 24	Views: 4,232 Reach: 2,877 Interactions: 123	Boost post
	Due to unforeseen circumstances, the Racine Zoo will be closed today, January 17th. Photo - Fri, Jan 17	Views: 171,381 Reach: 80,206 Interactions: 510	Boost post		The past two sessions of L'il Explorers have been loads of fun! Check out two next upcoming sessions of Terrific Textures! 🍌 Learn about our zoo animals through stories, activities, snacks, and a visit with our live animal ambassadors! Register No... Photo - Thu, Jan 23	Views: 2,738 Reach: 1,995 Interactions: 22	Boost post
	Wishing a 'Bear-y Happy Birthday' to our Andean Bear, Inti 🐻 Inti turns 3 years old today and is active as ever! Inti is an omnivore, which means he enjoys eating fruits and vegetables like sweet potatoes, corn, and oranges (more than any other 3 year... Photo - Thu, Jan 16	Views: 8,493 Reach: 5,046 Interactions: 256	Boost post		There is just one more week until Brrr...Garden ticket sales close! Check out our delicious list of craft beers available, with more to come! Get Your Tickets Now: https://racinezoo.org/product/brrrgarden Photo - Wed, Jan 22	Views: 2,738 Reach: 1,995 Interactions: 22	Boost post
	Check out one of our primate keepers, Tina, doing daily training with our Orangutans, Max and Jenny. Max and Jenny have both physical and verbal cues for each command which helps their caregivers check their health, mobility, and build and strengthen... Video - Wed, Jan 15	Views: 4,547 Reach: 4,365 Interactions: 131	Boost post		Tuesday Tails : Spider Monkeys At the Zoo, we have three female spider monkeys. Spider monkeys have a prehensile tail that can support their entire body weight. Their tail acts as a fifth limb, helping them climb through their habitats, forage, and eat... Photo - Tue, Jan 21	Views: 3,140 Reach: 2,074 Interactions: 50	Boost post
	Globe Spotlight : Family Game Night 🎲 The Family Game Night globe offers a fun twist on the traditional family game night. Enjoy quality time with those you love the most and enjoy fun tabletop games, music, good pizza and so much more! Learn More or... Photo - Tue, Jan 14	Views: 4,850 Reach: 3,216 Interactions: 26	Boost post		Due to the extremely frigid temperatures, the Racine Zoo will be closed today, January 21. Stay safe and warm! We will see you at the Zoo soon!" Photo - Tue, Jan 21	Views: 10,720 Reach: 14,722 Interactions: 80	Boost post
	Brrr...Garden is coming up quick, just a few shorts weeks away. Saturday, February 1 from 12-2 PM. Check out our featured beer list, with more to come! 🍺 Learn More or Buy Tickets Now: https://racinezoo.org/product/brrrgarden Photo - Mon, Jan 13	Views: 4,521 Reach: 3,334 Interactions: 29	Boost post		Globe Spotlight : Winter Picnic 🍷 Winter Picnic globe is great for celebrating a birthday, anniversary, date night, or even just a fun-filled experience with all of your favorite people. Customize your reservation with food, drinks, and more! Learn More... Photo - Mon, Jan 20	Views: 7,842 Reach: 5,479 Interactions: 61	Boost post
	Call us old fashioned, but we can't help but love Wisconsin's classic cocktail! 🍷 Step in from the cold and warm up by sampling a variety of unique old fashioned drinks, enjoy hors d'oeuvres, meet an ambassador animal, and more! Bring your friends or... Photo - Sat, Jan 12	Views: 6,532 Reach: 4,722 Interactions: 33	Boost post		Creature Feature : Nubian Goats At the Zoo we have four male Nubian Goats (2 sets of twins): Jobi and Earl, and Hops and Barley. These guys are known for their very friendly, up-beat, and vocal personalities. They can be seen in our farmyard with so... Photo - Fri, Jan 31	Views: 3,235 Reach: 2,267 Interactions: 78	Boost post
	I can't take my eyes off 'roo' is just what one wants to hear this Valentine's Day! 🐨 Spend Valentine's Day with the one you love the most in a unique and romantic way this year. Learn More or Get Tickets Now: https://racinezoo.org/product/animal-amor Photo - Sat, Jan 11	Views: 7,063 Reach: 5,111 Interactions: 97	Boost post		Are you 'Wild for Wine'? 🍷 Join us for our fundraising event for the care of our Eastern Black Rhinos, Timu and Kianga, and the conservation of their wild counterparts! Learn More or Get Tickets Now: https://racinezoo.org/product/wild-for... Photo - Fri, Jan 25	Views: 3,401 Reach: 2,467 Interactions: 43	Boost post
	Did somebody say Animals & Igloos? On your next trip to the Zoo, take a break and hang out in one of our heated igloos. For just \$15 per person, this is a sure way to boost your Zoo experience, receive a General Zoo admission + Ambassador Animal... Photo - Fri, Jan 10	Views: 5,514 Reach: 2,521 Interactions: 48	Boost post		Looking for the purrfect gift for your special someone? No worries, the Racine Zoo has you covered this Valentine's Day with our pawfect gift guide for the animal lover in your life! Check it out here: https://racinezoo.org/content/racine-zoo-valentines-day... Photo - Wed, Jan 29	Views: 1,693 Reach: 1,262 Interactions: 16	Boost post
	Coming up in L'il Explorers: Terrific Textures 🍌 L'il Explorers pre-school programs provide children ages 2-5 and their caregivers with the opportunity to spend one hour at the Zoo meeting and learning about our resident animals in a structured and safe... Photo - Thu, Jan 9	Views: 4,130 Reach: 2,276 Interactions: 25	Boost post		Just ONE more day to get your tickets to Brrr...Garden, will we see you there? Grab your friends and family to come enjoy a fun afternoon at the Zoo. Ticket sales close at noon tomorrow, Wednesday, January 29th! Get Tickets Now... Photo - Tue, Jan 28	Views: 5,327 Reach: 3,607 Interactions: 27	Boost post
	Globe spotlight : Cocktail Night 🍷 The Cocktail Night globe is perfect for a mom's night out, date night, or just to do something new and exciting. Have your own self-guided beer or wine tasting, hand picked by staff based on your preferences in... Photo - Wed, Jan 8	Views: 5,212 Reach: 3,607 Interactions: 41	Boost post		Valentine's Day is just around the corner, be sure to show your love in a unique way! Treat your sweetheart to a romantic evening at the Zoo! Be sure to look at the delicious menu provided by Red Onion. Learn More or Get Tickets Now... Photo - Mon, Jan 27	Views: 2,969 Reach: 2,165 Interactions: 31	Boost post
	Tuesday Tails: Wallaroos and Kangaroos 🦘 For the first ever Tuesday Tails, we have our Grey and Red Kangaroos, and our Common Wallaroos. These animals use their strong tails to act as a fifth leg. Their tails help with balance, energy conservation... Photo - Tue, Jan 7	Views: 3,273 Reach: 2,079 Interactions: 43	Boost post		Happy 24th Birthday the Zoo's most famous artist, Timu, the Eastern Black Rhino! 🐘 Timu is an excellent ambassador for her species. She is goofy and full of personality, and never fails to put a smile on your face. Timu enjoys her daily fresh... Photo - Sat, Jan 26	Views: 5,526 Reach: 3,846 Interactions: 272	Boost post
	Happy 19th birthday to our Fossa, Kirindy! 🐾 Fossas are the largest carnivore and top predator in Madagascar. These animals are active at night, but also during the day. Often, you can find Kirindy climbing through his branches, or taking a nap in hi... Photo - Mon, Jan 6	Views: 10,245 Reach: 6,501 Interactions: 322	Boost post		Call Me Old Fashioned is two months away but it's never too early to get your tickets! 🍷 Enjoy a night at the Zoo tasting a unique selection of Wisconsin's classic cocktail, The Old Fashioned. Meet an ambassador animal, enjoy hors d'oeuvres, and so much... Photo - Sat, Jan 26	Views: 6,609 Reach: 5,053 Interactions: 35	Boost post
	Love is in the air! Show your love in a unique way this year. Treat your sweetheart to a romantic evening at the Zoo this Valentine's Day! Indulge in a Refreshing champagne 🍷 Open bar 🍷 Delicious appetizers 🍷 Exceptional catered dinner 🍷 Special... Photo - Sat, Jan 5	Views: 4,547 Reach: 3,001 Interactions: 39	Boost post				
	Timu, the Eastern Black Rhino, is one amazing artist! 🎨 Timu works with her keeper, Tim, to create the perfect piece of artwork. Timu is given the command 'paint' and a whiskie. She will then use her prehensile lip as if it were a paint... Video - Sat, Jan 4	Views: 601,852 Reach: 453,872 Interactions: 1,399	Boost post				
	Creature Feature: Cape Porcupine At the Racine Zoo, we have two Cape Porcupines, Bristle and Nettle. In the wild, you can find Cape Porcupines throughout central and southern Africa, but at the Zoo you can find them in the castle between our Fossa... Photo - Fri, Jan 3	Views: 3,982 Reach: 2,707 Interactions: 77	Boost post				
	One month until Brrr...Garden! Get your friends and grab your family and bring them out to the Zoo for the fun event! Sample unique beers and delicious food, get a souvenir glass, and visit the animals all while enjoying the great Wisconsin outdoors... Photo - Thu, Jan 2	Views: 3,593 Reach: 2,457 Interactions: 22	Boost post				
	What better way to ring in the New Year than to celebrate our favorite parrot, Buster! Buster is a Yellow-Crowned Amazon, and he is turning 39 today! Buster loves Moana and peanuts, and can be found in the main building between the Cape Porcupines an... Photo - Wed, Jan 1	Views: 5,542 Reach: 3,927 Interactions: 130	Boost post				

Insight overview of Racine Zoo Facebook page.

(This data is compared to December-January)



### Timu's painting had the largest reach and most engagement in January



Views i

**601,554**

Reach i

**453,872**

Interactions i

**1,399**

Link clicks i

**5**

#### Views

Followers vs. non-followers

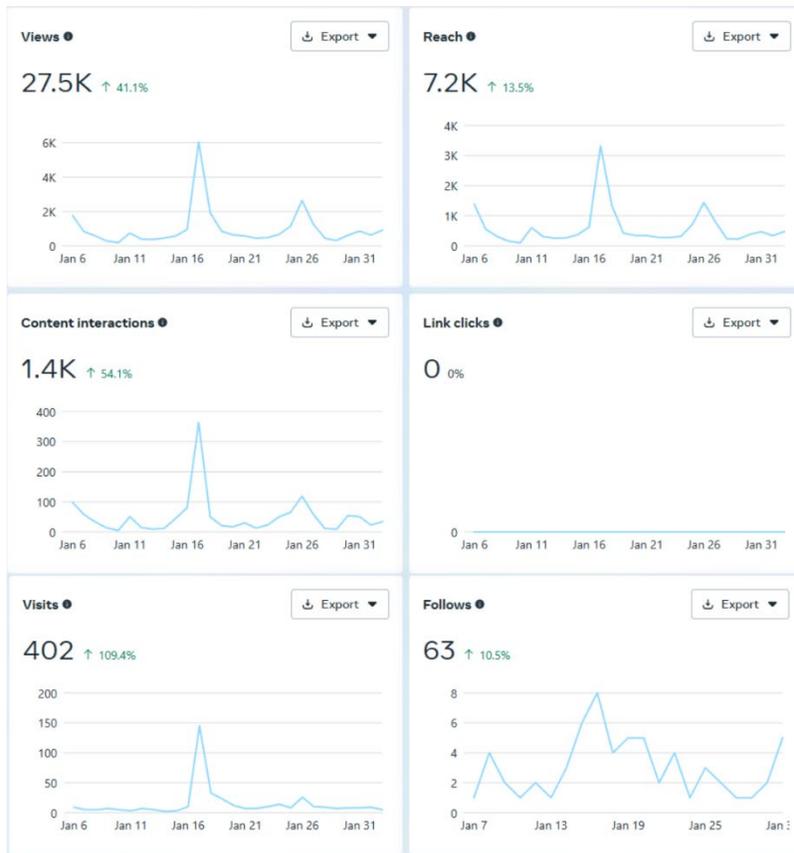


3-second video views	349,004
1-minute video views	0
Watch time	50d 20h
Average watch time	9s

# ▶ INSTAGRAM

Followers: 6,147

Insight overview of the Instagram page

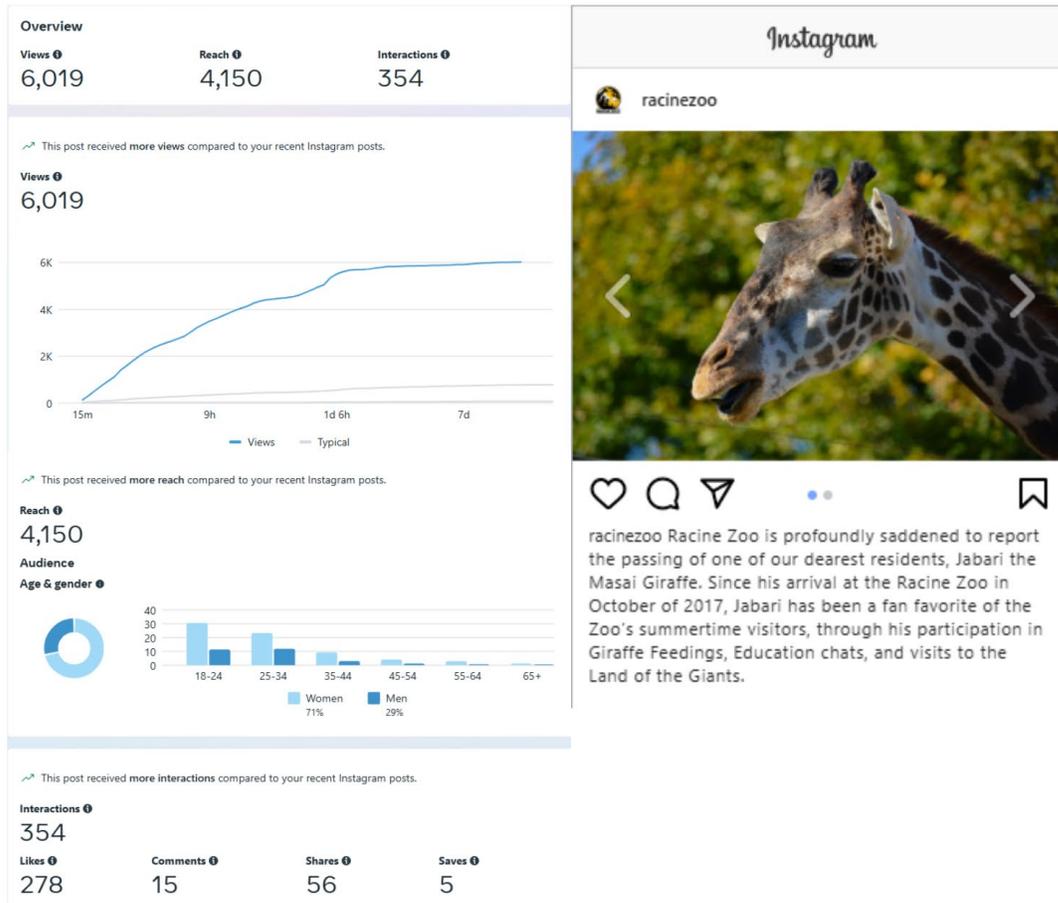


# ▶ INSTAGRAM

Content published in the month of January

	One month until Brrr...Garden! Get your friends and grab you...	Boost	Thu Jan 2, 10:00am	402	11	0	0
	Timu, the Eastern Black Rhino, is one amazing artist! 🎨 🐘 TL...	Boost	Sat Jan 4, 10:01am	5.4K	227	2	26
	Love is in the air! Show your love in a unique way this year. Tr...	Boost	Sun Jan 5, 10:00am	375	11	0	1
	Happy 19th birthday to our Fossa. Kirindy! 🐾 Fossas are the ...	Boost	Mon Jan 6, 9:00am	1.3K	115	3	7
	Tuesday Tails: Wallaroos and Kangaroos 🐨 For the first ever ...	Boost	Tue Jan 7, 10:00am	422	39	0	0
	Globe spotlight: Cocktail Night 🍷 The Cocktail Night glo...	Boost	Wed Jan 8, 10:00am	357	17	0	1
	"I can't take my eyes off 'roo" is all you'll be saying at the zoo...	Boost	Sat Jan 11, 10:00am	971	60	0	4
	Brrr...Garden is coming up quick, just a few shorts weeks away...	Boost	Mon Jan 13, 9:00am	310	6	0	0
	Globe Spotlight: Family Game Night 🎲 The Family Game Ni...	Boost	Tue Jan 14, 9:00am	359	12	0	0
	Check out one of our primate keepers, Tina, doing daily train...	Boost	Wed Jan 15, 10:01am	609	51	1	2
	Wishing a 'Bear-y Happy Birthday' to our Andean Bear. Inti ...	Boost	Thu Jan 16, 10:00am	764	94	3	5
	Due to unforeseen circumstances, the Racine Zoo will be clos...	Boost	Fri Jan 17, 8:00am	1K	38	0	5
	Racine Zoo is profoundly saddened to report the passing of o...	Boost	Fri Jan 17, 10:55am	4.2K	278	15	56
	Spring Break and Summer Camps are open for registrati...	Boost	Sun Jan 19, 9:00am	352	12	0	2
	Globe Spotlight: Winter Picnic Our Winter Picnic globe is gre...	Boost	Mon Jan 20, 10:00am	386	18	0	1
	Tuesday Tails: Spider Monkeys At the Zoo, we have three fem...	Boost	Tue Jan 21, 2:00pm	418	32	0	0
	There is just one more week until Brrr...Garden ticket sales clo...	Boost	Wed Jan 22, 10:00am	239	7	0	0
	The past two sessions of Lil' Explorers have been loads of fun!	Boost	Thu Jan 23, 10:00am	324	20	0	5
	Creature Feature: Hartmann's Mountain Zebra 🦒 At the Rac...	Boost	Fri Jan 24, 11:00am	451	66	2	3
	Have you ever seen a rhino getting a pedicure? 🐘 At the Zoo...	Boost	Sat Jan 25, 10:00am	956	59	0	2
	Call Me Old Fashioned is two months away but it's never too ...	Boost	Sun Jan 26, 9:00am	509	20	0	0
	Happy 24th Birthday the Zoo's most famous artist, Timu, the ...	Boost	Sun Jan 26, 12:00pm	1.5K	107	2	7
	This story has no text	Boost	Sun Jan 26, 4:17pm	569	29	--	2
	Valentine's Day is just around the corner, be sure to show you...	Boost	Mon Jan 27, 9:00am	360	24	0	0
	Looking for the purrfect gift for your special someone? No w...	Boost	Wed Jan 29, 9:00am	268	9	0	0
	Are you 'Wild for Wine'? 🍷 Join us for our fundraising ev...	Boost	Thu Jan 30, 10:00am	451	47	0	1
	Creature Feature: Nubian Goats At the Zoo we have four mal...	Boost	Fri Jan 31, 9:55am	508	44	0	1

Jabari's press release had the largest reach and engagement in the month of January.



## ▶ X (AKA TWITTER)

Followers: 3,277

Analytics may not be as accurate as X (Twitter) has transitioned and doesn't have an analytic platform established.

*Posting on this account is frequent but not every day. The analytics are different as we would have to upgrade to a premium account in order to view the entire analytics instead of just on each individual post. Our engagement is increasing when I post more animal content and when I post more in the late morning compared to afternoon.*



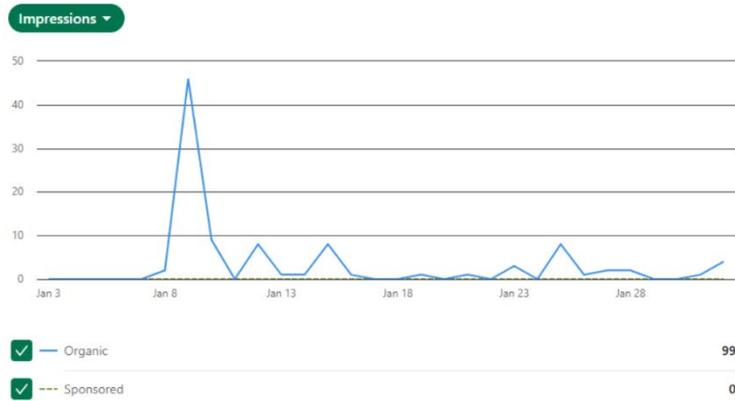
*Inti's birthday post had the largest reach and most engagement throughout the month of January.*

# LinkedIn

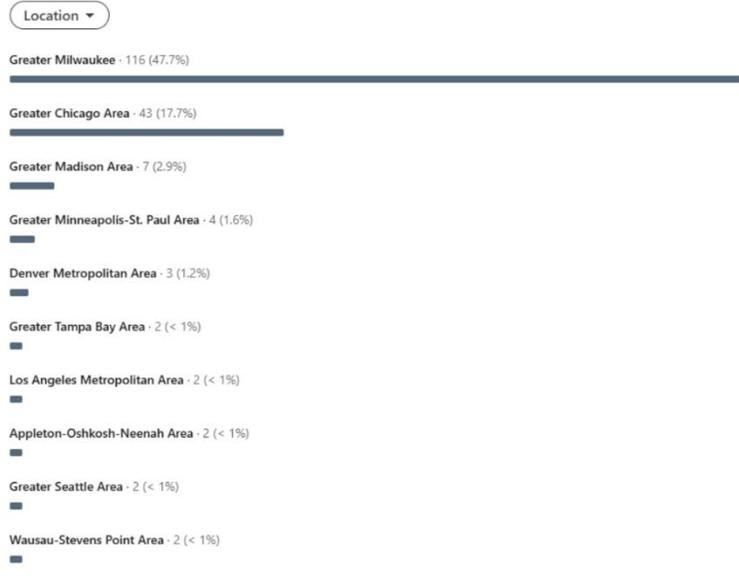
Followers: 243

Engagement is slowly increasing. We have had more visits to our profile and added a few followers.

## Metrics



## Follower demographics



## Overview:

5 E-blasts were sent out in the month of January. The contacts and subscribers number increase by 30%. On Facebook our followers increased within the past month, seeing more engagement and following increase with posts about animals. Timu's painting video had the largest reach on Facebook in January, followed by Jabari's press release. On Instagram, Jabari's press release had the largest reach and engagement followed by Timu's painting video. On Tik Tok, we have increased followers by 300% since Timu's painting video, which is now at 935.4k views. Twitter and LinkedIn, I am trying to increase following and engagement by posting more often and changing verbiage to appeal to both audiences.

Tuesday Tails has started, every other Tuesday and has been doing well. Planning on posting training, hoof work, and "behind the scenes" videos to bring in a larger audience as well as educate the public

## **Special Events**

### **January Events**

- Winter Picnic in a Snow Globe—continues through February 23
  - Location: pathway between jungle junction and the grill
  - Overview: Winter picnics for all ages
  - Attendance: 12 globes booked

### **Coming up at the Zoo at a Glance:**

- Winter Picnic in a Snow Globe continues through February 23
- Brrr...Garden, February 1
- Animal Amore, February 14
- Call Me Old Fashioned, March 26