

**Racine Zoological Society
Park and Recreation Board Meeting
reporting on December 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

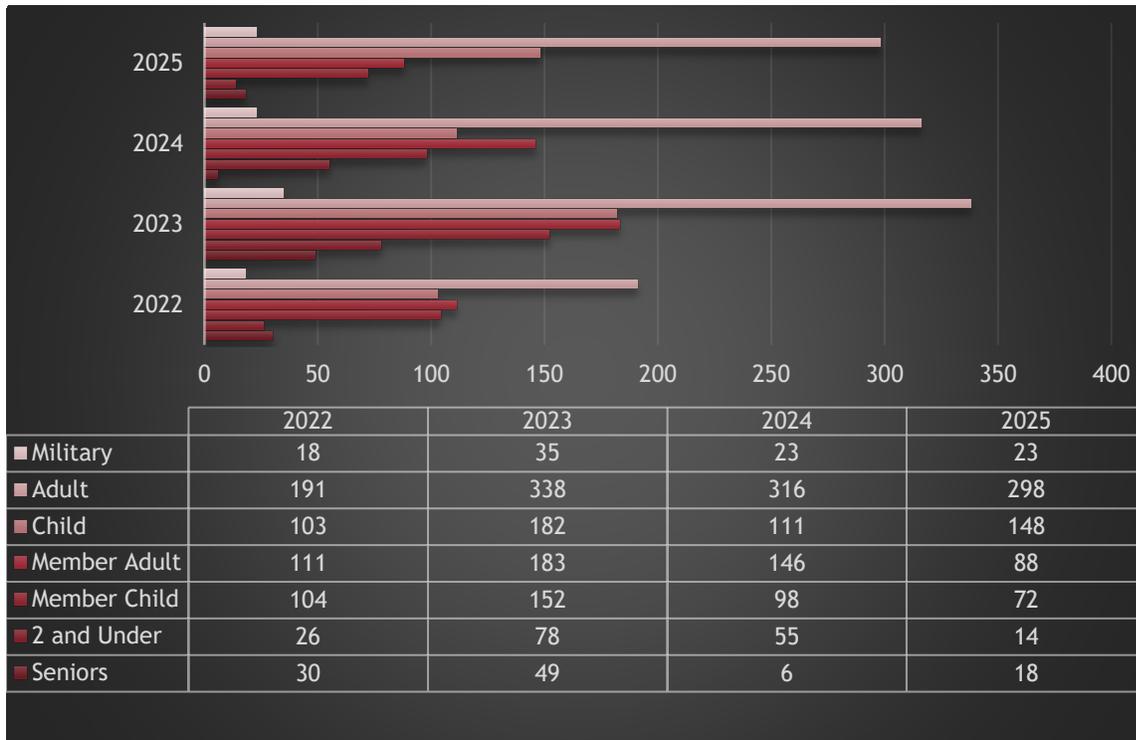
- Total memberships households = **1923**

Attendance for December 2025

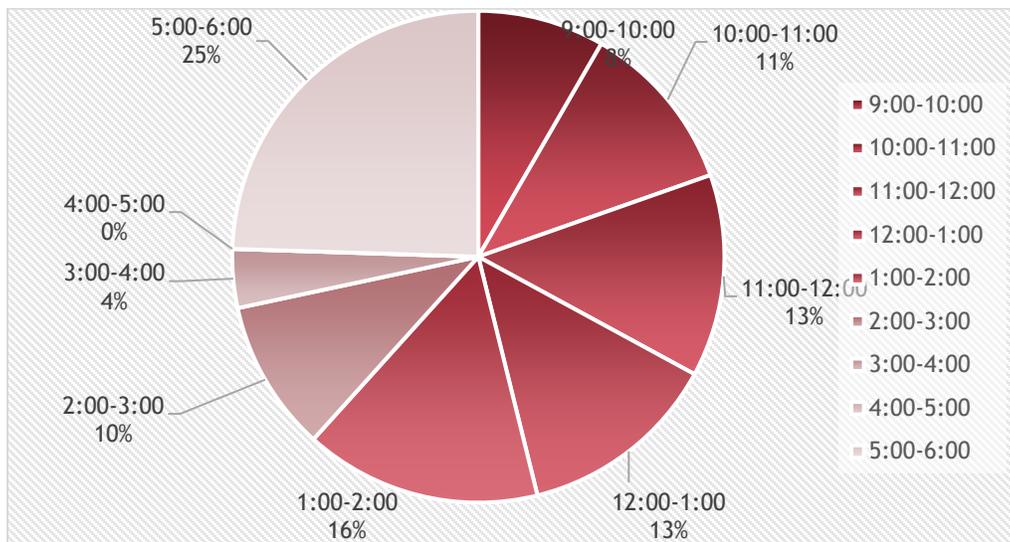
December Attendance 2024 – 2025

	December 2024	December 2025	Variance	Percent change
Adults	316	298	-18	-5.7%
Children	111	148	37	33.3%
Member Adults	146	88	-58	-39.7%
Member Children	98	72	-26	-26.5%
Child 2 and under	55	14	-41	-74.5%
Seniors	6	18	12	200%
Military	23	23	0	0%
Education	325	82	-243	-74.8%
Events	332	241	-91	-27.4%
Total	1412	984	-428	-30.3%

December Admissions Attendance 2022-2025



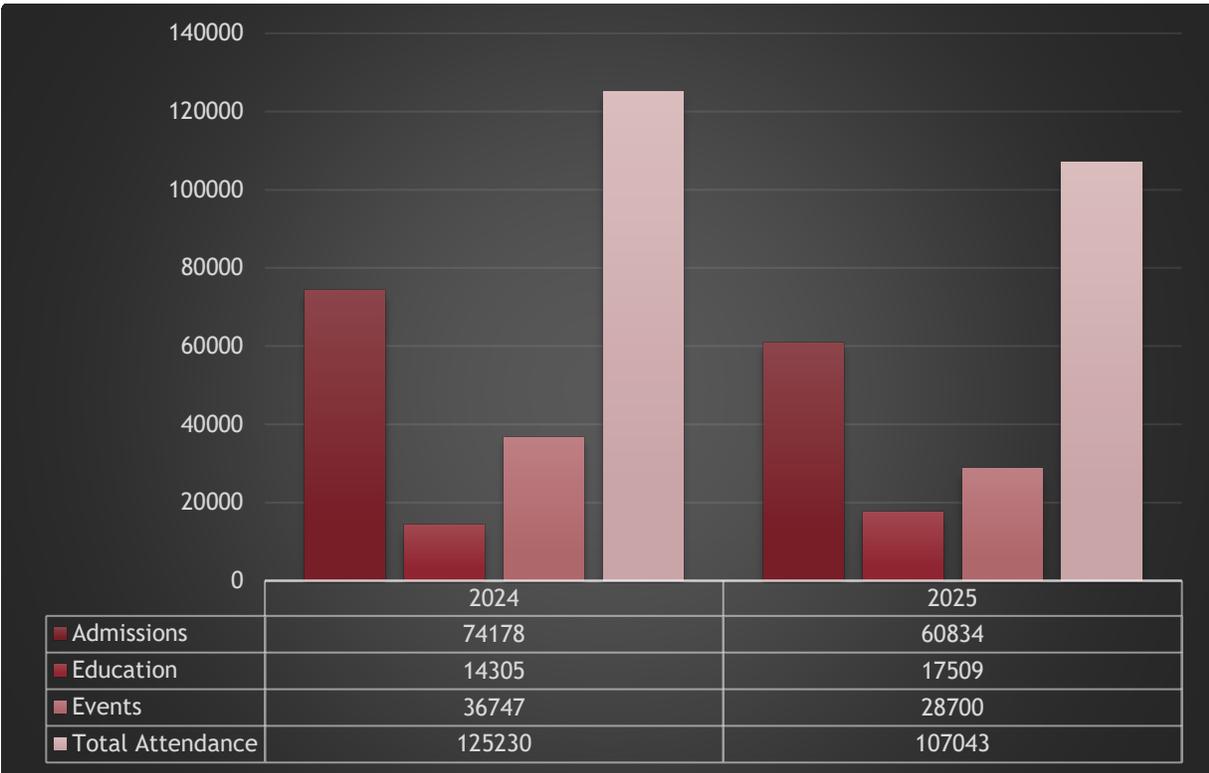
December 2025 Attendance by Hour



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	74178	60834	-13344	-17.99%
Education	14305	17509	3204	22.4%
Events	36747	28700	-8047	-21.88%
Total Attendance	125230	107043	-18187	-14.5%



December 2025 Municipality

Racine County	Guests
53105	7
53108	15
53126	13
53139	2
53167	0
53177	2
53182	9
53185	5
53402	138
53403	114
53404	46
53405	69
53406	25
Total	445

Other Municipalities	Guests
Kenosha	60
Milwaukee	31
Wisconsin (Excludes Racine, Kenosha & Milwaukee Counties)	39
Illinois	66
Other States (Excludes WI & IL)	36
Outside US	0
Total	232

	GUESTS
Racine County	445
Other Municipalities	232
Events & Education (Not Collected) 5692 Guests were added for Education to account for onsite programs not added in during year.	5999
Data Not Collected (Admissions)	0
December Total Actual December Guest Count is 984.	6676

Operations

- Guest comparison to last year is down but we are finding this with our counterparts across the country
- Offered a couple of discounted or free days in December to drive sales
- Had a few winter events in December
- Snow early this year and colder too

Animal Care

- **Veterinary Updates**
 - 1.0 Fossa, Kirindy, monitoring for age related issues
 - 0.1 Amur Tiger, Changbai has been showing signs of inappetence and lethargy, resulting in increased treatment. Will continue to monitor
 - 0.1 Dom. Ferret Rotini is monitored closely for quality of life
 - African Penguin colony is being treated for Aspergillosis.
 - 0.1 lion, Azizi received a follow up ultrasound, she has polycystic kidney and polycystic liver disease, we are consulting with SSP

- **Collection Changes**
 - Incoming/Outgoing animals W/O set dates:
 - Confirmed acceptance of the Rhino SSP Breeding Transfer Plan 1.0 Kianga to MCZ

- **Staffing/Training**
 - New full time animal keeper hired. Came from Lee Richardson Zoo

- **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 1.1 Hartmann's Mountain Zebra, 1.0 Masai giraffe, 0.1 eastern black rhino
 - Started voluntary blood draw training on 0.1, lion, Azizi

Conservation Education

Program Title	# of Programs	Interactions	Touchpoints (Reach)
On-Campus Programs			
Animal Program	0	0	0
Slumber Safari	0	0	0
Preschool	1	7	7
Behind-the-Scenes Encounter	2	6	6
Wildlife Explorers	2	43	43
Globes	10	84	111
Scout Program	2	41	41
Off-Campus Programs			
Animal Program	0	0	0
ZAP (After School Program)	4	182	182
COZI	5	47	48
Senior Safari	0	0	0
Birthday Parties			
On-Campus	0	0	0
Off-Campus	0	0	0
AmeriCorps Program			
On-Campus	0	0	0
Off-Campus	0	0	0
Zoo Camp			
Spring Break	0	0	0
Summer	0	0	0
Daily Programs			
Creature Feature	0	0	0
Wildlife Theater	0	0	0
Other Events*	4	112	5135
Subtotal	30	522	5573
Volunteer Guest Engagement			
TOTAL	30	522	5573

Compared to 2024						
Programs	2025 Number	2025 Participants	2024 Number	2024 Participants	% Variance Number	% Variance Participants
On-Campus Programs	17	208	25	452	-32%	-54%
Off-Campus Programs	9	230	10	332	-10%	-31%
Birthday Parties	0	0	0	0	0%	0%
AmeriCorps Programs	0	0	15	445	-100%	-100%
Zoo Camp	0	0	0	0	0%	0%
Daily Programs	0	0	0	0	0%	0%
Other Events	4	5135	2	4100	100%	25%
Volunteer Guest Engagement	0	0	0	0	0%	0%
Total	30	5573	52	5329	-42%	5%

*Other Events	
Date	Event & Attendance (if applicable)
12.1	Transition volunteers
12.3	ACE for Wildlife Storytelling Call - lead by Abby
12.4	UWRC RFP Webinar - attended by Abby and Anna
12.1	LCS Volunteers
12.11	Enrichment Volunteers
12.12	Enrichment Volunteers
12.15	Transition volunteers
12.16	ACE for Wildlife DEAI Monthly Committee Meeting - attended by Abby
12.27	Craft Volunteers
12.29	Craft Volunteers
12.3	Craft Volunteers

Grants and Proposals	
Title	Update
AmeriCorps	New members Sam and Maddie began in education
ZAP	Programs continue with some scheduling difficulties - working to resolve with the different schools & UWRC
COZI	Programs continue to go well.
Party for the Planet	First call for 2026 scheduled for January.
AE Vanishing Kingdom	Contract finalized with Hunt Design
	Initial mock-ups to be reviewed in January

Facilities

- Completed install of spider monkey shift door replacement
- Replaced cable on lion shift door, den 3
- Installed new heater in east barn, southeast stall
- Replaced main valve on boiler in middle barn
- Replaced motor in stall 3 in walkabout
- Replaced alarm system in gift shop
- Replaced alarm system in Discovery Center
- Replaced main valve on boiler #2
- Replaced motos on heat exchange on main floor of castle
- General maintenance throughout the entire zoo on various projects
- Special event set up and take down
- Finishing work on Tur Mountain



Staff Activity Report

Marketing | December 2025



E-Blasts

mailchimp.com

<input type="checkbox"/>	Racine Zoo News: December 26 Regular email Send date on Fri, Dec 26, 2025, 05:00 PM	Sent Fri, Dec 26, 2025, 05:00 PM	Entire Zoo Database 11,770 recipients	16.2% Opens	0.5% Clicks
<input type="checkbox"/>	Racine Zoo Update: Giving Tree Regular email Send date on Fri, Dec 19, 2025, 05:00 PM	Sent Fri, Dec 19, 2025, 05:00 PM	Entire Zoo Database 11,772 recipients	1,816 Opens	0 Clicks
<input type="checkbox"/>	Racine Zoo Update: Winter Picnic in a Snowglobe Regular email Send date on Mon, Dec 15, 2025, 01:00 PM	Sent Mon, Dec 15, 2025, 01:00 PM	Entire Zoo Database 11,790 recipients	16.0% Opens	0.8% Clicks
<input type="checkbox"/>	Racine Zoo News: December 15 Regular email Send date on Mon, Dec 15, 2025, 12:45 PM	Sent Mon, Dec 15, 2025, 12:45 PM	Entire Zoo Database 11,814 recipients	17.0% Opens	0.7% Clicks
<input type="checkbox"/>	Racine Zoo Update: GivingZooDay day of Regular email Send date on Tue, Dec 02, 2025, 08:00 AM	Sent Tue, Dec 02, 2025, 08:00 AM	Entire Zoo Database 11,828 recipients	13.3% Opens	0.4% Clicks
<input type="checkbox"/>	Racine Zoo Update: CyBEAR Monday Day Of Regular email Send date on Mon, Dec 01, 2025, 09:00 AM	Sent Mon, Dec 01, 2025, 09:00 AM	Entire Zoo Database 11,837 recipients	12.7% Opens	0.6% Clicks

Entire Zoo Database

Subscribers	Open Rate	Click Rate
11,798	16.8%	0.82%

Members

Subscribers	Open Rate	Click Rate
1,769	26.1%	2.9%

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



MISCELLANEOUS PROJECTS

- See final page of report

▶ OUTSIDE ADS

- MKE Magazine
- Wonders of Racine
- Windpoint STROLL
- Genevea Lifestyles
- Bargain Hunter

RACINE ZOO HOLIDAY GIFT GUIDE

A.D.O.P.T. AN ANIMAL

GIVE THE GIFT OF MEMBERSHIP

CELEBRATE A LOVED ONE ANIMAL CRACKERS SEASON TICKETS GIFT CERTIFICATES

VISIT RACINEZOO.ORG FOR MORE INFORMATION

HOLLY JOLLY Jingle & Mingle
AT RACINE ZOO

Thursday, December 18, 2025
6 PM - 9 PM

Delight in the magic of the holiday season by indulging in a beverage of your choice at the Zool Plus, enjoy delectable hors d'oeuvres while you get into the holiday spirit!

LEARN MORE OR GET TICKETS AT
RACINEZOO.ORG

RACINE ZOO HOLIDAY GIFT GUIDE

A.D.O.P.T. AN ANIMAL

GIVE THE GIFT OF MEMBERSHIP ANIMAL CRACKERS SEASON TICKETS GIFT CERTIFICATES

CELEBRATE A LOVED ONE

VISIT RACINEZOO.ORG FOR MORE INFORMATION

Relax outdoors while staying cozy in one of our heated globes enjoying quality time with friends and family! An unforgettable private experience with food, drinks, an animal encounter and more for up to 8 people!

December 20, 2025 - February 1, 2026
Select Dates Available

WINTER PICNIC
in a
SNOWGLOBE

Follow Us!
@racinezoo

2134 N. Main St.
Racine, WI 53402

VISIT RACINEZOO.ORG FOR MORE INFORMATION

WEBSITE

raceinezoo.org

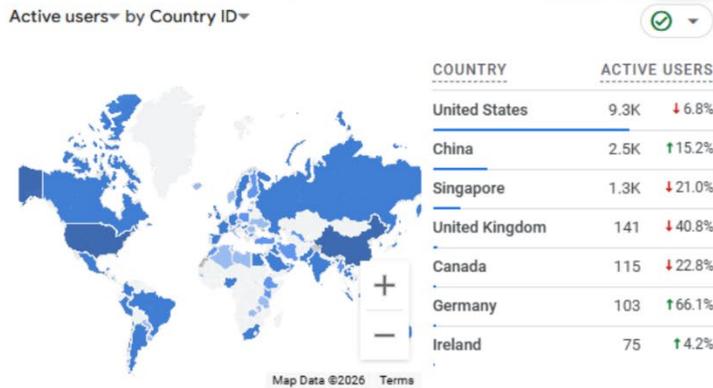
Updated articles, sliders and event pages. Setup and maintained ticket sales.



Dec 1 - Dec 31, 2025 [View reports snapshot](#)

Sessions by		Views by	
Session default ch...	SESSIONS	Page title and scree...	VIEWS
Organic Search	6.8K ↓ 2.4%	Welcome to the Raci...	4.8K ↑ 5.5%
Direct	6K ↓ 10.8%	Winter Picnic in a Sn...	3.2K ↑ 64.6%
Organic Social	2.4K ↓ 9.0%	Events Calendar rac...	1.9K ↑ 23.1%
Unassigned	620 ↑ 80.2%	Access denied racin...	980 ↓ 51.4%
Referral	393 ↓ 27.6%	Join or Renew racin...	1.2K ↑ 28.7%
Paid Search	196 ↓ 17.6%	Hours/Admissions r...	1K ↓ 7.9%
Cross-network	1 ↓ 50.0%	Fennec Fox Fact She...	635 ↓ 29.3%

Dec 1 - Dec 31, 2025 [View traffic acqu...](#) [View pages and s...](#)



Data from Google Analytics

▶ FACEBOOK

Followers: 50,258

Increased number of animal postings (videos too), posted about upcoming events, added to events tab. 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.

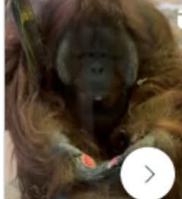
 CyBEAR Monday deals are in full swing! Be... Photo • Racine Zoo	Boost	...	Dec 1, 2025	2,354	1,586	1,619	23	18	0	5
 #GivingZooDay: The Zoo Family Just Keep... Multi-media • Racine Zoo	Boost	...	Dec 1, 2025	5,128	3,381	3,321	109	99	1	9
 CyBEAR Monday deals are in full swing! Be... Photo • Racine Zoo	Boost	...	Dec 1, 2025	1,167	769	764	4	4	0	0
 Today is the day... #GivingZooDay #Giving... Photo • Racine Zoo	Boost	...	Dec 2, 2025	2,916	1,791	1,837	24	15	0	9
 There are still a few seats left to have Brun... Photo • Racine Zoo	Boost	...	Dec 3, 2025	2,357	1,560	1,545	16	12	0	4
 Relax outdoors while staying cozy in one of... Photo • Racine Zoo	Boost	...	Dec 5, 2025	3,554	2,369	2,302	39	32	2	5
 Our partnership with United Way of Racine... Photo • Racine Zoo	Boost	...	Dec 6, 2025	2,274	1,464	1,450	24	23	0	1
 A few weeks ago, our female Orangutan, Je... Multi-media • Racine Zoo	Boost	...	Dec 7, 2025	62,731	36,615	36,206	747	687	33	25
 Embark on an exciting adventure where ev... Photo • Racine Zoo	Boost	...	Dec 8, 2025	4,144	2,663	2,713	34	21	1	11
 We feel the same about the weather lately... Photo • Racine Zoo	Boost	...	Dec 9, 2025	5,558	4,097	3,965	205	196	3	6
 Start your holiday shopping with Racine Zo... Photo • Racine Zoo	Boost	...	Dec 10, 2025	2,194	1,452	1,535	13	12	0	1
 Only ONE week until Santa comes back for ... Photo • Racine Zoo	Boost	...	Dec 11, 2025	3,774	2,431	2,544	35	30	2	3
 Winter Picnics start in just one week and w... Multi-media • Racine Zoo	Boost	...	Dec 12, 2025	5,373	3,527	3,547	62	48	4	11
 Today is the last day to get your Holly Jolly ... Photo • Racine Zoo	Boost	...	Dec 15, 2025	3,885	2,549	2,469	25	20	2	3
 We love an in-home spa day... and so does ... Reel • Racine Zoo	Boost	...	Dec 16, 2025	21,822	17,646	18,193	492	440	23	28
 From up-close encounters with animal amb... Multi-media • Racine Zoo	Boost	...	Dec 17, 2025	3,204	2,066	2,148	29	26	0	3
 If you're looking to fill a couple extra stocki... Multi-media • Racine Zoo	Boost	...	Dec 18, 2025	10,605	6,724	6,695	101	79	3	19
 December 20, 2025, the Racine Zoo will be... Photo • Racine Zoo	Boost	...	Dec 19, 2025	155,473	109,811	104,773	739	450	41	237

STAFF ACTIVITY REPORT | MARKETING | December 2025

	Did somebody say FREE? Racine Zoo is ha... Multi media • Racine Zoo	Boost	...	Dec 20, 2025	6,933	4,469	4,896	93	74	2	17
	January 17, 2026 12 - 2 PM Cozy up by the... Photo • Racine Zoo	Boost	...	Dec 21, 2025	3,520	2,477	2,613	19	16	1	2
	'Tis the season of giving and our Giving Zo... Multi media • Racine Zoo	Boost	...	Dec 22, 2025	2,558	1,744	1,730	61	57	0	4
	Last minute holiday shopping? Take a look... Multi media • Racine Zoo	Boost	...	Dec 23, 2025	5,402	3,732	3,795	73	63	4	6
	From the Racine Zoo to you, we are wishin... Photo • Racine Zoo	Boost	...	Dec 25, 2025	4,843	3,444	3,439	169	156	9	4
	Ever wonder how we bring the outside in o... Reel • Racine Zoo	Boost	...	Dec 26, 2025	7,094	7,415	6,474	250	235	6	8
	In the winter Timu gets a little extra help on... Reel • Racine Zoo	Boost	...	Dec 27, 2025	22,308	19,290	18,580	599	565	12	17
	We still have one more month of Winter Picn... Photo • Racine Zoo	Boost	...	Dec 28, 2025	66,668	46,635	44,586	287	221	17	37
	Brr...Garden is just around the corner! Be s... Multi media • Racine Zoo	Boost	...	Dec 29, 2025	7,257	4,935	4,960	40	35	1	4
	The Racine Zoo offers several different day... Photo • Racine Zoo	Boost	...	Dec 30, 2025	2,512	1,779	1,737	32	29	0	3
	What a year 2025 has been, we can't wait t... Reel • Racine Zoo	Boost	...	Dec 31, 2025	3,836	3,764	3,310	151	137	2	11

Top 5 posts of December with the largest reach, engagement, likes, and shares:

1. Free Admission Day, Dec. 20th
2. Winter Picnic in a Snowglobe
3. Jenny's annual vet exam
4. Timu's behind-the-scenes winter care
5. Max painting his nails

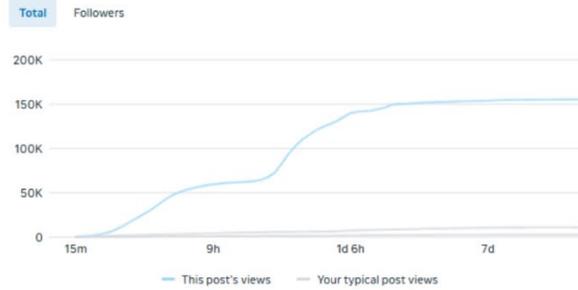
 <p>December 20, 2025, the Racine Zoo will b... Fri Dec 19, 2:00pm 👁️ 155.5K ❤️ 450 💬 41 📌 237</p>	 <p>We still have one more month of Winter Picn... Sun Dec 28, 9:00am 👁️ 66.7K ❤️ 221 💬 17 📌 37</p>	 <p>A few weeks ago, our female Orangutan,... Sun Dec 7, 8:00am 👁️ 62.7K ❤️ 687 💬 33 📌 25</p>	 <p>In the winter Timu gets a little extra help on h... Sat Dec 27, 12:06pm 👁️ 22.3K ❤️ 565 💬 12 📌 17</p>	 <p>We love an in-home s day... and so does Ma. Tue Dec 16, 10:30am 👁️ 21.8K ❤️ 440 💬 23 📌 28</p>
--	---	---	--	---

Overview

Views **155,473** Interactions **739** Link clicks **--** Follows **3**

This post received more views compared to your recent Facebook posts.

Views **155,473**



Viewers **104,773**

This post received more interactions compared to your recent Facebook posts.

Interactions **739**

Likes and reactions **450** Comments **41** Shares **237** Saves **11**

Feed preview

Racine Zoo
Published by McKenna Moats
December 19, 2025 at 4:00 PM

December 20, 2025, the Racine Zoo will be having a FREE day! FREE ADMISSION to each guest from 10 AM -4 PM, last admission at 3:30 PM. The Zoo will also have 20% off in... See more

ember 20, 2025, the Racine Zoo will be having a **FREE** day! **FREE ADMISSION** to each guest from 10 AM -4 PM, last admission at 3:30 PM. The Zoo will also have 20% off in the gift shop **AND** the Jungle Grill will be open!

can't wait to see all of you tomorrow, December 20, at the Zoo!

Boost

450 likes and reactions 41 comments 233 shares

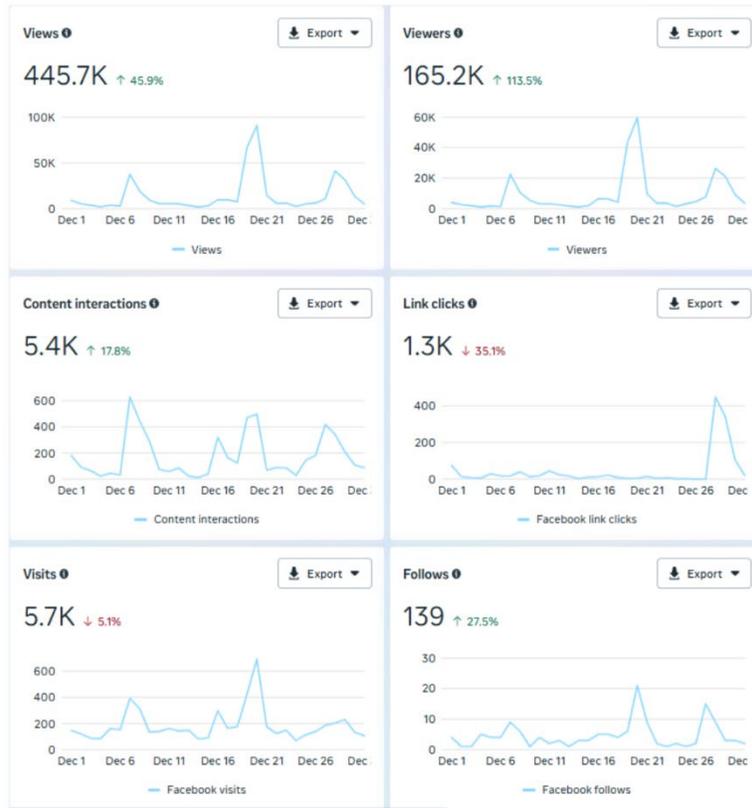
Like Comment Share

Most relevant

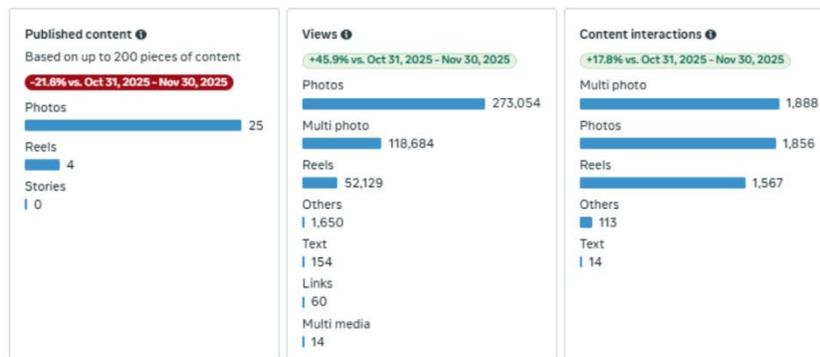
View post on Facebook

Our post with the highest engagement in the month of December was the post about free admission on December 20, 2025.

STAFF ACTIVITY REPORT | MARKETING | December 2025



This data is based on the last 31 days. Compared to November, we have improved our views, reach, content interactions, and follows. With high season coming up, we anticipate these numbers to keep increasing then level out for a few months.



This data is in comparison from October to November. We decreased content published due to entering slow season. We did not have as large of events to promote during this time.

▶ INSTAGRAM

Followers: 7,266

Increased number of animal postings (videos too), posted about upcoming events, added to events tab.
 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.

	CyBEAR Monday deals are in full swing! Be...	Photo • racinezoo	Boost	...	Dec 1, 2025	489	252	--	6	6	0	0
	#GivingZooDay: The Zoo Family Just Keep...	Carousel • racinezoo	Boost	...	Dec 1, 2025	638	242	--	39	36	0	2
	CyBEAR Monday deals are in full swing! Be...	Photo • racinezoo	Boost	...	Dec 1, 2025	473	261	--	8	8	0	0
	Today is the day... #GivingZooDay #Giving...	Photo • racinezoo	Boost	...	Dec 2, 2025	476	237	--	8	8	0	0
	There are still a few seats left to have Brun...	Photo • racinezoo	Boost	...	Dec 3, 2025	495	250	--	3	3	0	0
	Relax outdoors while staying cozy in one of...	Photo • racinezoo	Boost	...	Dec 5, 2025	671	387	--	5	5	0	0
	Our partnership with United Way of Racine...	Photo • racinezoo	Boost	...	Dec 6, 2025	554	286	--	5	5	0	0
	A few weeks ago, our female Orangutan, Je...	Carousel • racinezoo	Boost	...	Dec 7, 2025	4,339	1,872	--	185	163	2	18
	Embark on an exciting adventure where ev...	Photo • racinezoo	Boost	...	Dec 8, 2025	602	327	--	9	8	0	1
	We feel the same about the weather lately...	Photo • racinezoo	Boost	...	Dec 9, 2025	630	338	--	41	41	0	0
	Start your holiday shopping with Racine Zo...	Photo • racinezoo	Boost	...	Dec 10, 2025	494	271	--	4	4	0	0
	Only ONE week until Santa comes back for ...	Photo • racinezoo	Boost	...	Dec 11, 2025	522	288	--	5	5	0	0
	Winter Picnics start in just one week and w...	Carousel • racinezoo	Boost	...	Dec 12, 2025	597	239	--	9	7	0	0
	Today is the last day to get your Holly Jolly ...	Photo • racinezoo	Boost	...	Dec 15, 2025	892	534	--	10	9	0	1
	We love an in-home spa day... and so does ...	Reel • racinezoo	Boost	...	Dec 16, 2025	1,155	854	--	85	81	0	3
	From up-close encounters with animal amb...	Carousel • racinezoo	Boost	...	Dec 17, 2025	587	272	--	17	16	0	0
	If you're looking to fill a couple extra stock...	Carousel • racinezoo	Boost	...	Dec 18, 2025	943	390	--	19	19	0	0
	December 20, 2025, the Racine Zoo will be...	Photo • racinezoo	Boost	...	Dec 19, 2025	1,120	662	--	21	20	0	0
	Did somebody say FREE?! Racine Zoo is ha...	Carousel • racinezoo	Boost	...	Dec 20, 2025	698	296	--	34	32	0	1
	January 17, 2026 12 - 2 PM Cozy up by the ...	Photo • racinezoo	Boost	...	Dec 21, 2025	595	355	--	6	5	0	0
	'Tis the season of giving and our Giving Zo...	Carousel • racinezoo	Boost	...	Dec 22, 2025	541	272	--	33	32	0	0
	Last minute holiday shopping? Take a look ...	Carousel • racinezoo	Boost	...	Dec 23, 2025	1,428	857	--	59	53	0	4
	This post has no text	Story • racinezoo	Boost	...	Dec 23, 2025	344	279	--	6	6	--	0

▶ INSTAGRAM

Followers: 7,266

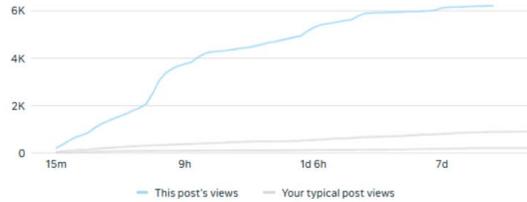
Overview

Views 6,282 Reach 4,694 Interactions 499 Watch time 19h 13m Follows 6

↗ This reel received more views compared to your recent Instagram reels.

Views 6,282

Total Followers



Feed preview



↗ This reel received more interactions compared to your recent Instagram reels.

Interactions 499

499

Likes and reactions 446

446

Comments 4

4

Shares 36

36

Saves 13

13

Timu's behind-the-scenes winter care got the most attention in the month of December. Followers really enjoy our animal content and like seeing the animals even if it is just on screen.

▶ INSTAGRAM

Followers: 7,266

Increased number of animal postings (videos too), posted about upcoming events, added to events tab.
 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.

	From the Racine Zoo to you, we are wishin...	Boost	...	Dec 25, 2025	670	425	--	35	34	0	0
	Ever wonder how we bring the outside in o...	Boost	...	Dec 26, 2025	1,188	992	--	94	85	0	7
	In the winter Timu gets a little extra help on...	Boost	...	Dec 27, 2025	6,282	4,694	--	499	446	4	36
	We still have one more month of Winter Pic...	Boost	...	Dec 28, 2025	886	581	--	23	23	0	0
	Brrr...Garden is just around the corner! Be s...	Boost	...	Dec 29, 2025	849	367	--	14	13	0	0
	The Racine Zoo offers several different day...	Boost	...	Dec 30, 2025	792	529	--	15	15	0	0
	What a year 2025 has been, we can't wait t...	Boost	...	Dec 31, 2025	637	481	--	74	70	1	2

Top 5 posts of December with the largest reach, engagement, likes, and shares:

1. Timu's behind-the-scenes winter care
2. Jenny's annual vet exam
3. Holiday shopping with Timu
4. Meerkat snow enrichment
5. Max painting his nails

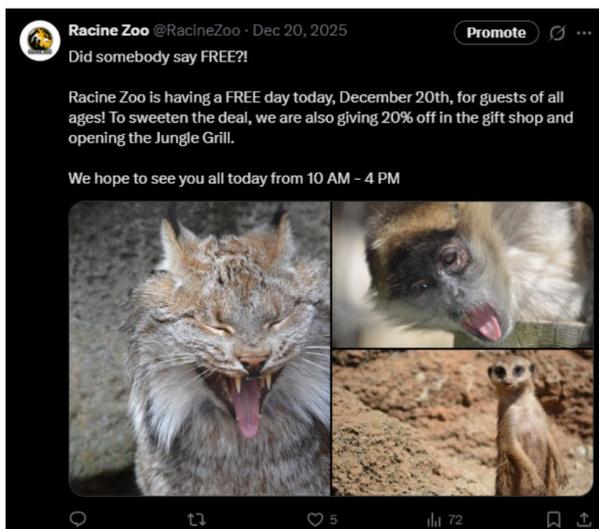
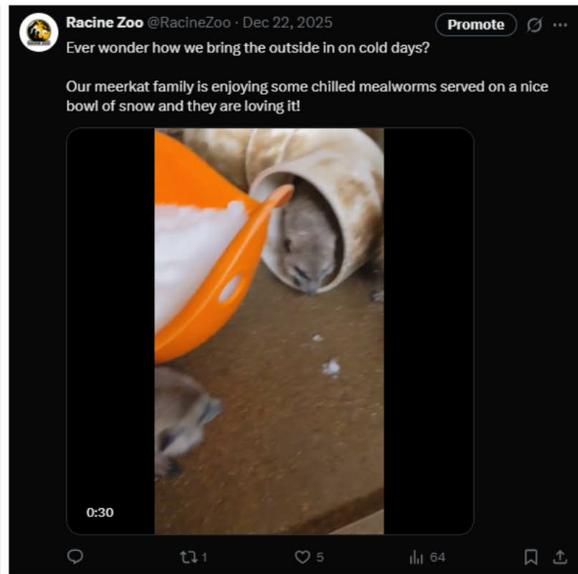
				
In the winter Timu gets a little extra help on h...	A few weeks ago, our female Orangutan,...	Last minute holiday shopping? Take a loo...	Ever wonder how we bring the outside in o...	We love an in-home s...
Sat Dec 27, 12:07pm	Sun Dec 7, 8:00am	Tue Dec 23, 7:00am	Fri Dec 26, 7:00am	Tue Dec 16, 10:31am
👁️ 6.3K ❤️ 446 💬 4 📌 36	👁️ 4.3K ❤️ 163 💬 2 📌 18	👁️ 1.4K ❤️ 53 💬 0 📌 4	👁️ 1.2K ❤️ 85 💬 0 📌 7	👁️ 1.2K ❤️ 81 💬 0 📌 3

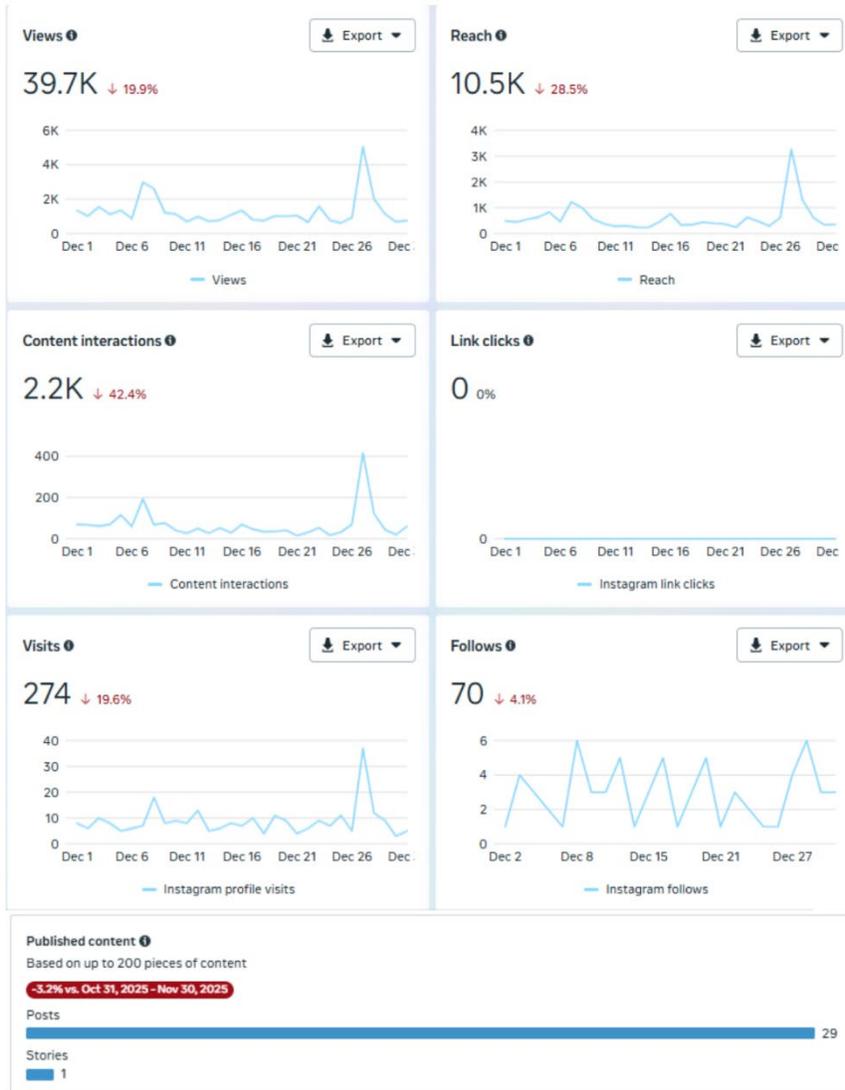
X (AKA TWITTER)

Followers: 3,296

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

Posting on this account is frequently, almost every day. The same posts from Facebook and Instagram are posted on Twitter, simplified. 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.





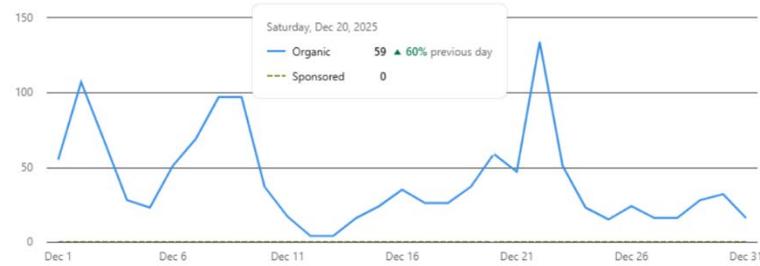
LinkedIn

Followers: 311

I post the same content on this platform as we do on Facebook, Instagram, and Twitter (X)

Metrics

Impressions ▾



✓ Organic	1,282
✓ Sponsored	0

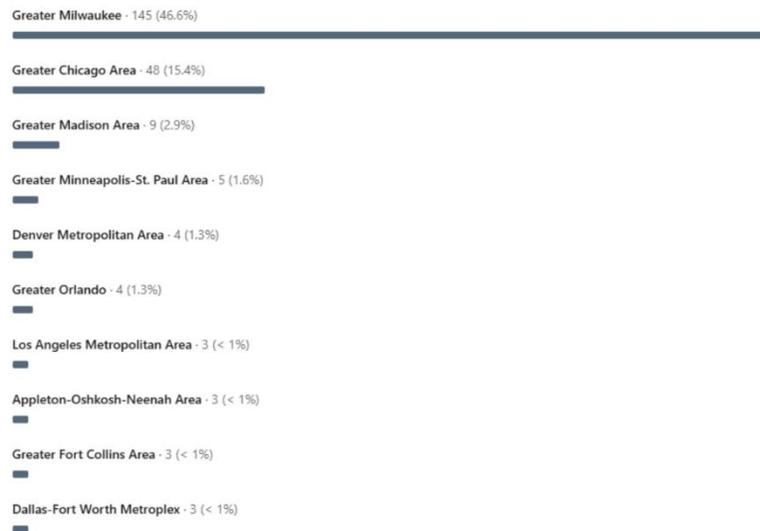
Highlights

Data for 12/1/2025 - 12/31/2025

1,282 Impressions ▼ 8.5%	73 Reactions ▲ 10.6%	0 Comments ▼ 100%	0 Reposts ▼ 100%
---------------------------------------	-----------------------------------	--------------------------------	-------------------------------

Follower demographics

Location ▾



▶ LinkedIn

Followers: 311

The same content is posted on this platform as on Facebook, Instagram, and Twitter (X)

Racine Zoo
311 followers
3w • 🌐

Ever wonder how we bring the outside in on cold days?
Our meerkat family is enjoying some chilled mealworms served on a nice ...more



0:24 1x

Dragica (Dee) McReynolds and 6 others 1 repost

Like Comment Repost

Racine Zoo
311 followers
1mo • 🌐

A few weeks ago, our female Orangutan, Jenny, underwent her yearly medical exam. The Racine Zoo was fortunate enough to have the assistance from multiple doctors, veterinary technicians, and specialists that made this exam possible and go. ...more



Dragica (Dee) McReynolds and 6 others

Like Comment Repost

Racine Zoo
311 followers
1mo • 🌐

We feel the same about the weather lately...bleh!

Hoping everybody is staying safe and warm. We hope to see you at the Zoo soon!



James Grzadzinski and 8 others 1 repost

LinkedIn posts that had the most engagement during the month of December

Throughout the month of December:

- 6 E-blasts were created and sent out
- Our December events went well
- Our following on Facebook, Instagram, Twitter (X), LinkedIn, and Tik Tok increased
- Ads were created and distributed to multiple websites, magazines, newspapers, etc.
- Our LinkedIn profile is showing up more often and increasing in searches
- Have been getting TONS of positive feedback from the public over our social media and events
- Distributed new posters and flyers
- Updated events pages and calendars
- Wildlife Matters has been published regularly for the past 6 months and has been doing very well

Special Events

December Events

- Brunch with Santa, December 6
 - Location: castle, grill, jungle junction
 - Overview: annual Brunch with Santa
 - Attendance: 60
- Holly Jolly Jingle & Mingle, December 18
 - Location: castle, jungle junction
 - Overview: cocktails to kick off the holidays
 - Attendance: 84
- Winter Picnic in a Snow Globe, starts December 20 with select dates through February 1
 - Location: globes by walkabout creek
 - Overview: heated globe experience
 - Attendance: different each day of operation

Coming up at the Zoo at a Glance:

- Brrr...Garden, January 17, 2026
- Animal Amore, February 14, 2026
- Hiring Fair, February 21, 2026
- Call Me Old Fashioned, March 25, 2026
- Eggstravaganza, April 4, 2026