

**Racine Zoological Society  
Park and Recreation Board Meeting  
reporting on January 2026**

**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 = **1,934**

**Attendance for January 2026**

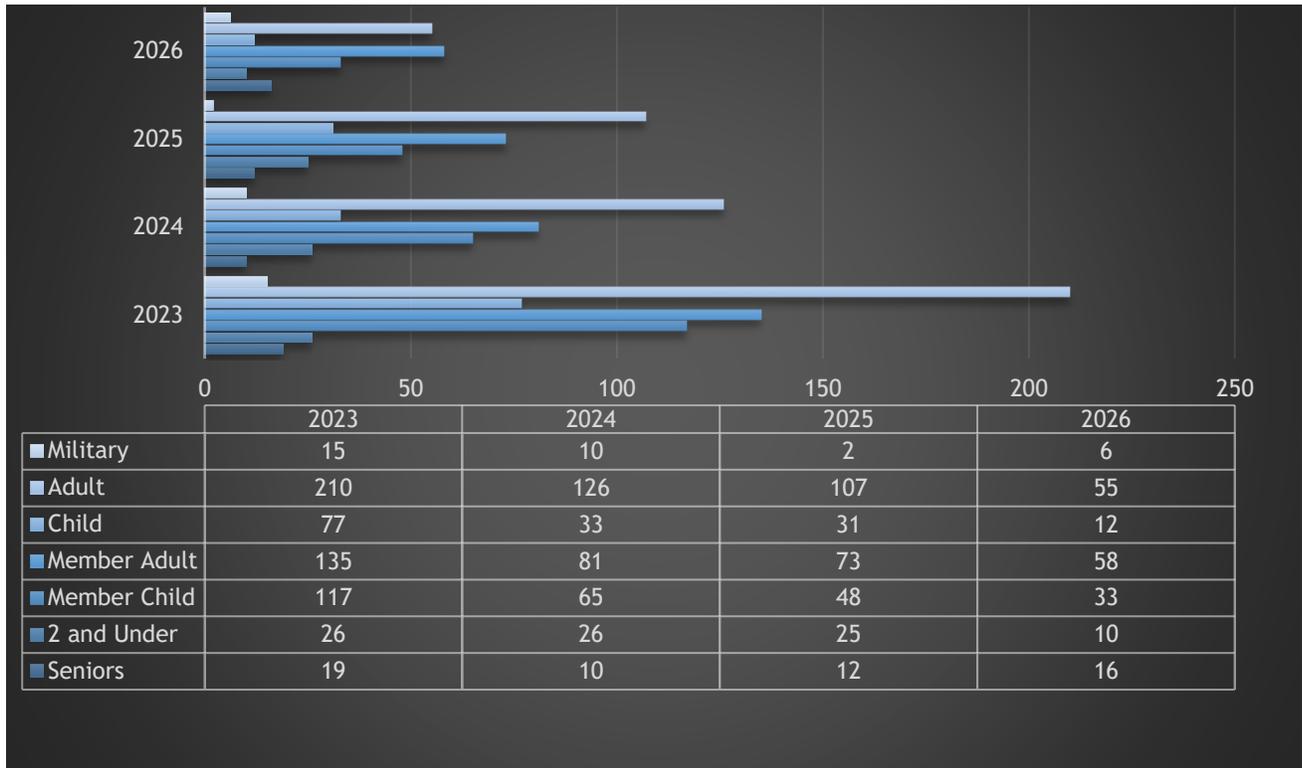
**January Attendance 2025 – 2026**

	January 2025	January 2026	Variance	Percent change
Adults	107	55	-52	-48.6%
Children	31	12	-19	-61.3%
Member Adults	73	58	-15	-20.5%
Member Children	48	33	-15	-31.3%
Child 2 and under	25	10	-15	-60%
Seniors	12	16	4	33.3%
Military	2	6	2	200%
Education	405	1570	1165	287.7%
Events	176	321	145	82.4%
<b>Total</b>	<b>879</b>	<b>2081</b>	<b>1202</b>	<b>136.7%</b>

**Education number above includes all Programs, Interactions and Touchpoints (Reach). Numbers provided by Education at the end of Month. Total is entered on Daily Reports on the last day of each Month. This data will be considerably increased as compared to 2025 as all Programs, Interactions & Touchpoints were not documented in Operations Reports.**

**Adding additional chart that reflects Admissions numbers from 2025 as compared to 2026 removing Events & Education as it skews the data that is important for Operation purposes.**

## January Admissions Attendance 2023-2026



## January 2026 Admissions Attendance by Hour

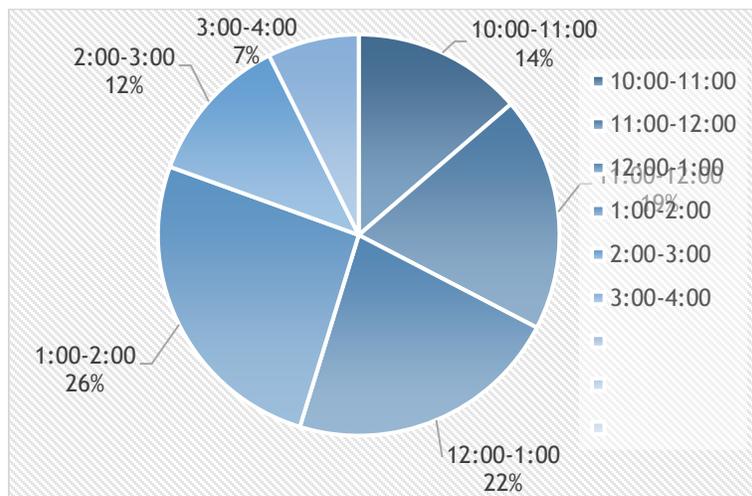


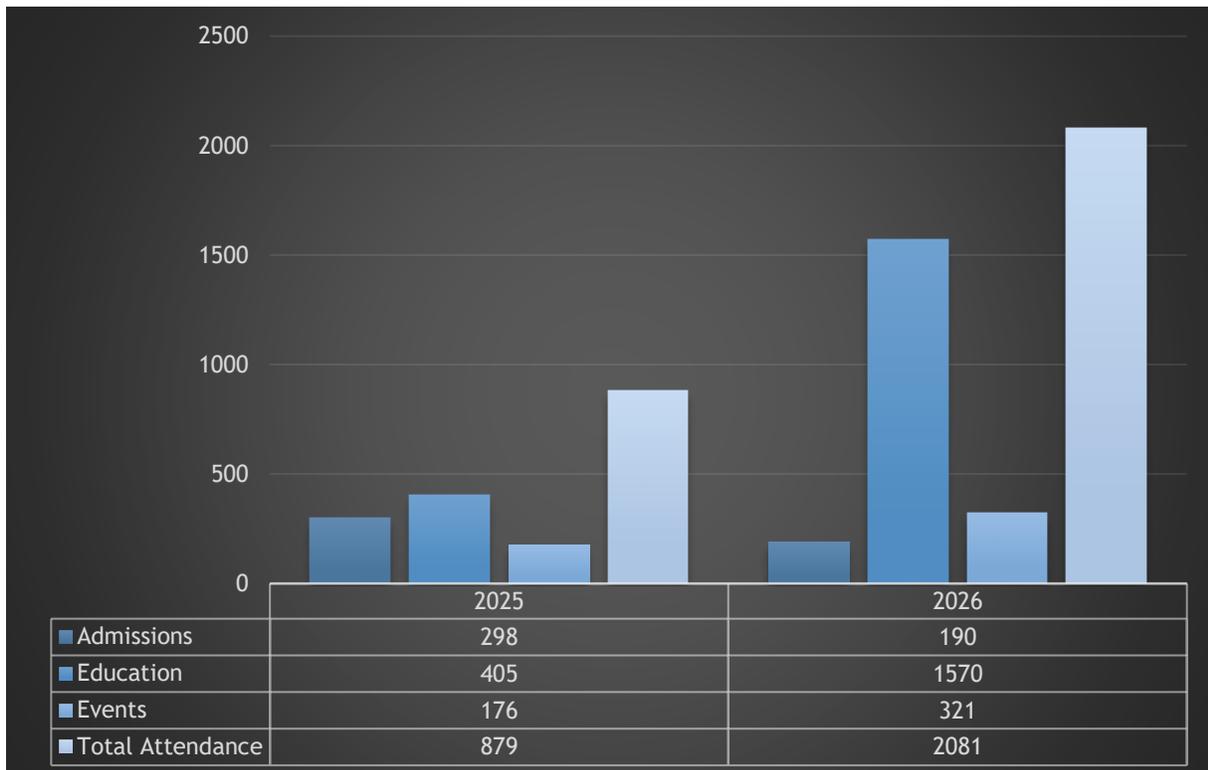
Chart represents guests during normal business hours - 10:00AM - 4:00PM. Does not include guests from Education or Events.

## YEAR TO DATE Admissions Attendance 2025-2026

	YTD 2025	YTD 2026	Variance	Percent Change
<b>Total Admissions Attendance</b>	<b>298</b>	<b>190</b>	<b>-108</b>	<b>-36.2%</b>

## YEAR TO DATE Attendance 2025-2026

	YTD 2025	YTD 2026	Variance	Percent Change
<b>Admissions</b>	<b>298</b>	<b>190</b>	<b>-108</b>	<b>-36.2%</b>
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<b>Total Attendance</b>	<b>879</b>	<b>2081</b>	<b>1202</b>	<b>136.7%</b>



## January 2026 Municipality

<b>Racine County</b>	<b>Guests</b>
53105	0
53108	0
53126	5
53139	3
53167	0
53177	6
53182	0
53185	0
53402	55
53403	25
53404	0
53405	13
53406	5
<b>Total</b>	<b>112</b>

<b>Other Municipalities</b>	<b>Guests</b>
Kenosha	33
Milwaukee	11
Wisconsin (Excludes Racine, Kenosha & Milwaukee Counties)	14
Illinois	15
Other States (Excludes WI & IL)	3
Outside US	0
<b>Total</b>	<b>76</b>

	<b>GUESTS</b>
<b>Racine County</b>	<b>112</b>
<b>Other Municipalities</b>	<b>76</b>
Events & Education (Not Collected)	1891
Data Not Collected (Admissions)	2
<b>January Total</b>	<b>2081</b>

**Operations**

- Weather for the most part in January was kind of decent in the beginning but we experienced terribly cold weather and had 11 days with no guests on campus
- Globes continued in January, tons of positive comments from the participants
- Education number now includes all Programs, Interactions and Touchpoints (Reach). Numbers provided by Education at the end of Month. Total is entered on Daily Reports on the last day of each Month. This data will be considerably increased as compared to 2025 as all Programs, Interactions & Touchpoints were not documented in Operations Reports.
- Hiring Fair coming up on February 21 from 9-noon

## **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. Blood tests show a likely infection (antibiotics treatments have yielded significant improvements). Recent blood and urine tests show infection is resolved. Will continue to monitor for recurrence.
- 0.1 Domestic Ferret, Rotini is being monitored closely for quality of life.
- 0.1 Lion, Zuri will receive a follow up ultrasound to check for PKD in March.
- 0.1 Lion, Azizi received a follow up ultrasound. Ultrasound shows she had Polycystic Kidney and Polycystic Liver disease. Both are serious genetic conditions. DP consulting with SSP.
- 0.1 Eastern Black Rhino, Timu is being monitored for mouth ulcers (possible tooth issues). Mouth ulcers have resolved.
- 0.1 Sheep, Sky is being treated for eye ulcers
- 0.1 African Penguin, Yellow is being monitored closely for quality of life issues.
- 1.0 African Penguin, Nelson is being treated for abnormal mouth/beak growth.
- 0.1 Red kangaroo, Gigi is being treated for a broken arm.

- **Collection Changes**

- 0.2 Bighorn sheep are set to arrive the week of 2-23-26, pending contract and medical approvals.

- **Incoming/Outgoing animals W/O set dates:**

- N/A

- **Staffing/Training**

- A. Rust accepted a position as a Full Time Keeper. She joins us from Lee Richardson Zoo, and will start in early January 2026
- Animal Care staff continue to cross train on various routines.

- **Other Updates**

- Continuing (0.1), penguin acupuncture sessions (1.0), giraffe laser sessions (1.0), dog acupuncture
- Started Voluntary Blood draw training on 0.1 Lion, Azizi.
- Continuing frequent blood draw/injection sessions across collection, focused heavily on 0.2 lions, 0.1 Amur Tiger. Beginning training for 1.0 Fossa, Kirindy, Inti
- Continuing frequent hoof work and training with 1.1 Hartmann's Mountain Zebra, 1.0 Masai giraffes, 0.1 Eastern black rhinos

## Conservation Education

Program Numbers			
Program Title	# of Programs	Interactions	Touchpoints (Reach)
<b>On-Campus Programs</b>	<b>53</b>	<b>470</b>	<b>508</b>
Animal Program	0	0	0
Animal Booth	0	0	0
Slumber Safari	0	0	0
Preschool	4	23	25
Animal Encounter	0	0	0
Wildlife Explorers	7	167	167
Globes	42	280	316
Scouts	0	0	0
Field Trips	0	0	0
<b>Off-Campus Programs</b>	<b>20</b>	<b>777</b>	<b>943</b>
Animal Program	6	241	249
Animal Booth	2	229	380
ZAP (After School Program)	6	244	244
COZI	5	33	40
Senior Safari	1	30	30
<b>Birthday Parties</b>	<b>0</b>	<b>0</b>	<b>0</b>
On-campus Birthday	0	0	0
Off-campus Birthday	0	0	0
<b>AmeriCorps Program</b>	<b>0</b>	<b>0</b>	<b>0</b>
On-Campus	0	0	0
Off-Campus	0	0	0
Pop-Up	0	0	0
Booth	0	0	0
<b>Zoo Camp</b>	<b>1</b>	<b>4</b>	<b>4</b>
School's Out Camp	1	4	4
Spring Break Camp	0	0	0
Summer Camp	0	0	0
Summer Holiday Camp	0	0	0
<b>Daily Programs</b>	<b>1</b>	<b>4</b>	<b>4</b>
Creature Feature	0	0	0
Wildlife Theater	1	4	4
<b>Events</b>	<b>0</b>	<b>0</b>	<b>0</b>
Animal Greeter	0	0	0
Parade	0	0	0
Zoorific Saturday	0	0	0
Special Event	0	0	0
<b>Subtotal</b>	<b>75</b>	<b>1255</b>	<b>1459</b>

<b>Volunteer Guest Engagement</b>	<b>6</b>	<b>29</b>	<b>30</b>
Discovery Center	3	8	9
Primates	0	0	0
Walkabout Creek	0	0	0
LOG	0	0	0
Bear Ridge/Raptor Roost	0	0	0
Cat Canyon	0	0	0
Penguin Point	0	0	0
Volunteer Programs	3	21	21
<b>TOTAL</b>	<b>81</b>	<b>1284</b>	<b>1489</b>

<b>Compared to 2025</b>									
<b>Programs</b>	<b>2026 # Progrms</b>	<b>2026 # Int.</b>	<b>2026 # Touch.</b>	<b>2025 # Progrms</b>	<b>2025 # Int.</b>	<b>2025 # Touch.</b>	<b>% Variance # Pgms</b>	<b>% Variance Int.</b>	<b>% Variance Touch.</b>
On-Campus Programs	53	470	508	38	457	501	39%	3%	1%
Off-Campus Programs	20	777	943	37	797	848	-46%	-3%	11%
Birthday Parties	0	0	0	1	17	30	-100%	-100%	-100%
AmeriCorps Programs	0	0	0	8	195	214	-100%	-100%	-100%
Zoo Camp	1	4	4	0	0	0	100%	100%	100%
Daily Programs	1	4	4	0	0	0	100%	100%	100%
Events	0	0	0	0	0	0	0%	0%	0%
Volunteer Guest Engagement	6	29	30	9	79	82	-33%	-63%	-63%
<b>Total</b>	<b>81</b>	<b>1284</b>	<b>1489</b>	<b>93</b>	<b>1545</b>	<b>1675</b>	<b>-13%</b>	<b>-17%</b>	<b>-11%</b>

**\*Other Events**

Date	Event & Attendance (if applicable)
1.2.26	Craft Prep Volunteers
1.7.26	ACE Storytelling Planning Meeting - Attended by AF
1.8.27	Vanishing Kindom Design Meeting - Attended by AF Education Team Monthly Meeting
1.12.26	Party for the Planet Eval Webinar - Attended by AF
1.13.26	Zookeeper Orientation - Attended by AF
1.14.26	LCS Volunteers Racine & Me Fliming - Attended by AF
1.15.26	ACE DEAI January Meeting - Attended by AF Abby elected as co-chair of committee
1.20.26	Zoo Strategic Planning Meeting - Attended by AF Party for the Planet Mentor Meeting w/ Henry Vilas Zoo - Attended by AF
1.26.26	Transition Volunteers
1.27.26	Ambassador Animal Meeting with Como Zoo - Attended by AF
1.28.26	ACE Welcome Session - AF co-facilitated
1.29.26	Meeting with MaryBeth Kallio of UWRC - Attended by AF & AK ACE DEAI Co-chair Kickoff - Attended by AF UWRC Vicotry Celebration - Attended by AK

**Grants and Proposals**

Title	Update
AmeriCorps	Programs beginning to be scheduled
ZAP	Programs continuing to go well as scheduled Met with Mary Beth Kallio about progress - went well
COZI	Proposal submitted for 2026-2027
COZI	Programs continuing to go well as scheduled
Party for the Planet	Kickoff meeting attended & mentees assigned to Racine Zoo Mentor/mentee meetings began
AE Vanishign Kingdom	Initial meeting with Hunt Design on Jan. 8 Initial designed looked over Next meeting scheduled

## **Facilities**

- Reprogrammed sky lights in primates
- Added perching to fossa exhibit
- Removed snake exhibit and added flooring where exhibit was in Discovery Center
- Replaced bottom floor of turtle exhibit
- Replaced numerous ballasts for ceiling lights in education area
- Continued work on the mountain
- Installing items for keepers (hoses, pallets, fire ext. etc)
- Replaced thermostat in basement of the castle
- Replaced auto on/off switch on heat exchange on boiler



# Staff Activity Report

## Marketing | January 2026

### E-Blasts

mailchimp.com

<input type="checkbox"/>	<b>Racine Zoo News: January 21</b> Regular email Last edited Wed, Jan 21, 05:04 PM by McKenna Moats	Sent Fri, Jan 23, 05:00 PM	Entire Zoo Database 11,680 recipients	5.0% Opens	0.7% Clicks
<input type="checkbox"/>	<b>Racine Zoo Update: Call Me Old Fashioned</b> Regular email Last edited Tue, Jan 20, 08:58 AM by McKenna Moats	Sent Sat, Jan 24, 03:00 PM	Entire Zoo Database 11,671 recipients	3.9% Opens	0.2% Clicks
<input type="checkbox"/>	<b>Racine Zoo Update: School's Out Camp</b> Regular email Last edited Tue, Jan 13, 10:49 AM by McKenna Moats	Sent Wed, Jan 14, 05:15 PM	Entire Zoo Database 11,700 recipients	4.6% Opens	0.2% Clicks
<input type="checkbox"/>	<b>Racine Zoo Update: Animal Amore 2</b> Regular email Last edited Thu, Jan 08, 03:11 PM by McKenna Moats	Sent Sun, Jan 18, 04:00 PM	Entire Zoo Database 11,692 recipients	4.3% Opens	0.4% Clicks
<input type="checkbox"/>	<b>Racine Zoo News: January 9</b> Regular email Last edited Thu, Jan 08, 02:42 PM by McKenna Moats	Sent Fri, Jan 09, 03:00 PM	Entire Zoo Database 11,738 recipients	5.1% Opens	0.7% Clicks
<input type="checkbox"/>	<b>Racine Zoo Update: Brrr...Garden 2</b> Regular email Last edited Thu, Jan 08, 10:22 AM by McKenna Moats	Sent Tue, Jan 13, 01:00 PM	Entire Zoo Database 11,710 recipients	3.6% Opens	0.3% Clicks
<input type="checkbox"/>	<b>Racine Zoo Update: Brrr...Garden</b> Regular email Last edited Thu, Jan 08, 10:12 AM by McKenna Moats	Sent Sat, Jan 10, 01:00 PM	Entire Zoo Database 11,724 recipients	4.4% Opens	0.4% Clicks

### Entire Zoo Database

Subscribers	Open Rate	Click Rate
11,597	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
- Windpoint STROLL
- Bargain Hunter

**RACINE ZOO**  
**ZOO CAMP**  
Where learning gets WILD!

**SCHOOL'S OUT ZOO CAMP**  
Spend a day at the Zoo during teacher workshop days!

**SUMMER HOLIDAY ZOO CAMP**  
Spend one day (or four!) with the Zoo for 4<sup>th</sup> of July Week!

**SPRING BREAK ZOO CAMP**  
Spend one day (or five!) with the Zoo over Spring Break!

**SUMMER ZOO CAMP**

VISIT [RACINEZOO.ORG](http://RACINEZOO.ORG) FOR MORE INFORMATION

2131 N MAIN ST.  
RACINE, WI 53402  
[RACINEZOO.ORG](http://RACINEZOO.ORG)

ACCREDITED BY THE  
ASSOCIATION  
OF ZOO &  
AQUARIUMS

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**ADVENTURE  
AWAITS  
AT THE RACINE ZOO**

CELEBRATING AND SAVING WILDLIFE AND WILD PLACES

**EGGSTRAVAGANZA**

CLUCK-CLUCK DOORS  
EASTER TRUNK HUNT  
COOKIE DECORATING  
EGG DECORATING  
EGG-CELLET CRAFTS  
CREATURE FEATURES  
\$2 ZOO CHOO RIDES  
\$5 EASTER BUNNY PHOTO

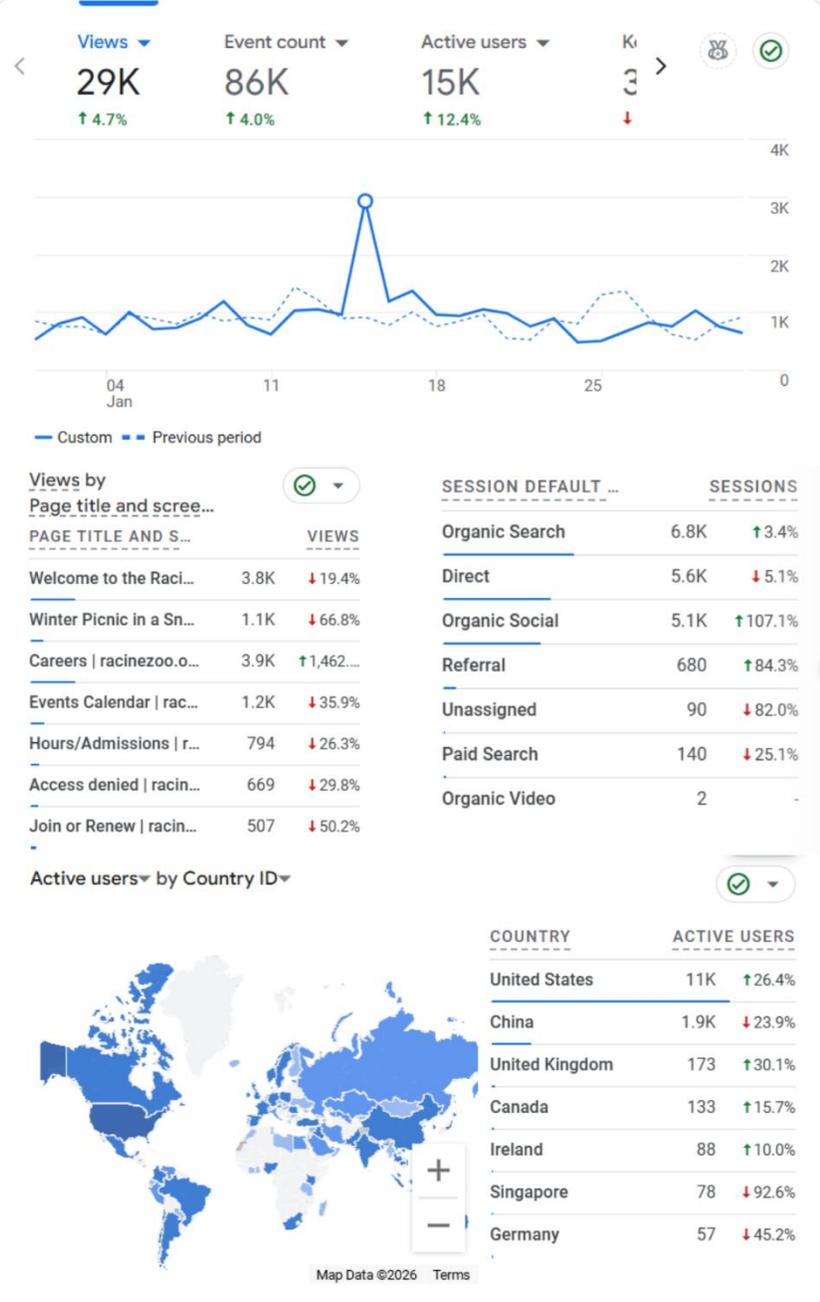
**SATURDAY, APRIL 4, 2026**  
**10AM - 4PM**

LEARN MORE AT [RACINEZOO.ORG](http://RACINEZOO.ORG)

# WEBSITE

raceinezoo.org

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



Data from Google Analytics

# ▶ FACEBOOK

Followers: 50,520

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.

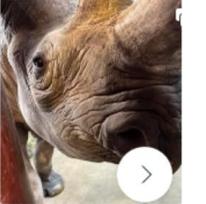
	We are starting the new year off with a ver...	Boost	...	Thu Jan 1, 9:00am	10,971	10,104	9,145	417	378	24	14
	With the winter holidays behind us, it is nev...	Boost	...	Fri Jan 2, 9:00am	5,136	3,543	3,506	47	38	0	9
	The next set of Lif Explorers is ready to be ...	Boost	...	Sat Jan 3, 10:00am	10,960	7,845	7,795	69	57	3	9
	Who doesn't love an ice-cold beer?! Brrr...	Boost	...	Mon Jan 5, 9:00am	4,184	2,863	2,980	24	23	0	1
	Ainga loves her fruits and veggies so ...	Boost	...	Tue Jan 6, 9:02am	13,252	12,320	11,164	540	498	19	17
	Call us old fashioned, but we can't help but ...	Boost	...	Wed Jan 7, 9:00am	3,121	2,074	2,087	28	25	0	3
	Two days ago, the Racine Zoo celebrated a ...	Boost	...	Thu Jan 8, 9:00am	67,974	43,663	43,051	1,783	1,646	53	78
	Meet our Racine Zoo celebrities at your ver...	Boost	...	Fri Jan 9, 9:00am	6,605	4,588	4,848	180	167	4	8
	We are just ONE week out from Brrr...Gard...	Boost	...	Sat Jan 10, 9:00am	8,054	5,913	5,859	36	30	2	4
	We have a couple weekends left for Winter ...	Boost	...	Sun Jan 11, 9:00am	7,502	5,428	5,272	84	74	1	9
	Become a Racine Zoo Member today! With...	Boost	...	Mon Jan 12, 9:05am	4,572	3,211	3,167	105	96	4	5
	School's Out Camp is closing soon! When R...	Boost	...	Tue Jan 13, 9:00am	7,020	4,616	4,776	54	39	1	14
	Today is the last day to get your tickets to ...	Boost	...	Wed Jan 14, 9:00am	3,371	2,172	2,251	17	14	0	3
	The Racine Zoo is hiring! We are looking for...	Boost	...	Thu Jan 15, 9:00am	92,457	54,966	53,270	494	241	25	217
	We have a BEAR-y special birthday at the Z...	Boost	...	Fri Jan 16, 9:00am	15,703	10,836	10,666	563	487	50	26
	Racine Zoo is seeking dedicated and enthu...	Boost	...	Sat Jan 17, 9:00am	65,561	44,206	44,288	413	270	14	120
	School's Out Zoo Camp is closing registrati...	Boost	...	Sun Jan 18, 9:00am	3,961	2,875	2,814	32	20	1	12
	Step in from the cold and warm up by...	Boost	...	Mon Jan 19, 8:50am	2,294	1,294	1,238	19	15	0	4
	Did you know the Zoo has a monthly maga...	Boost	...	Tue Jan 20, 9:00am	3,134	2,149	2,196	41	33	0	8
	We have two more weekends left of Winter...	Boost	...	Wed Jan 21, 9:00am	3,319	2,376	2,290	38	32	0	6
	Love is in the air! Show your love in a uniqu...	Boost	...	Thu Jan 22, 9:00am	2,782	1,912	1,932	74	72	0	2
	Do you want to have the wildest birthday p...	Boost	...	Fri Jan 23, 9:00am	7,167	5,217	5,224	49	45	0	4

STAFF ACTIVITY REPORT | MARKETING | January 2026

	Spread the love this Valentine's Day with th... Photo • Racine Zoo	Boost	Sat Jan 24, 9:00am	5,445	3,996	3,987	148	138	1	9
	We hope everybody is having a weekend as... Photo • Racine Zoo	Boost	Sun Jan 25, 9:00am	10,188	7,386	7,405	256	239	9	8
	We celebrated another important birthday ... Multi-media • Racine Zoo	Boost	Mon Jan 26, 4:45pm	23,504	15,818	15,936	676	607	46	23
	Winter Wonderland at the Racine Zoo Livin... Multi-media • Racine Zoo	Boost	Tue Jan 27, 9:00am	7,414	5,379	5,287	244	235	3	6
	Spread awareness and connect with the co... Multi-media • Racine Zoo	Boost	Wed Jan 28, 9:00am	7,326	5,279	5,324	74	65	0	1
	Thursday Trivia: Do you know which ... Photo • Crossposted • Rac...	Boost	Thu Jan 29, 9:05am	19,787	11,911	11,972	177	120	53	1
	Have up close encounters with animals, dai... Photo • Racine Zoo	Boost	Fri Jan 30, 12:10pm	5,510	3,601	3,618	52	36	4	0

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

1. Hiring Fair
2. Kirindy's Birthday
3. Internship Applicants
4. Hiring Fair
5. Timu's Birthday

				
<b>The Racine Zoo is hiring! We are lookin...</b> Thu Jan 15, 9:00am 92.5K 241 25 217	<b>Two days ago, the Racine Zoo celebrate...</b> Thu Jan 8, 9:00am 68.0K 1.6K 53 78	<b>Racine Zoo is seeking dedicated and...</b> Sat Jan 17, 9:00am 65.6K 270 14 120	<b>The Racine Zoo is hiring! We are lookin...</b> Sat Jan 31, 9:00am 31.7K 99 9 97	<b>We celebrated another important birthday a...</b> Mon Jan 26, 4:45pm 23.5K 607 46 23

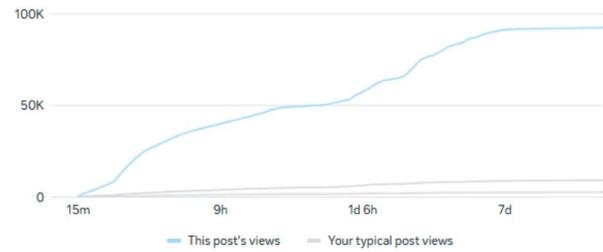
Overview

Views **92,457** Interactions **494** Link clicks **1,811** Follows **6**

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

Views **92,457**

Total Followers



Viewers **53,270**

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

Interactions **494**

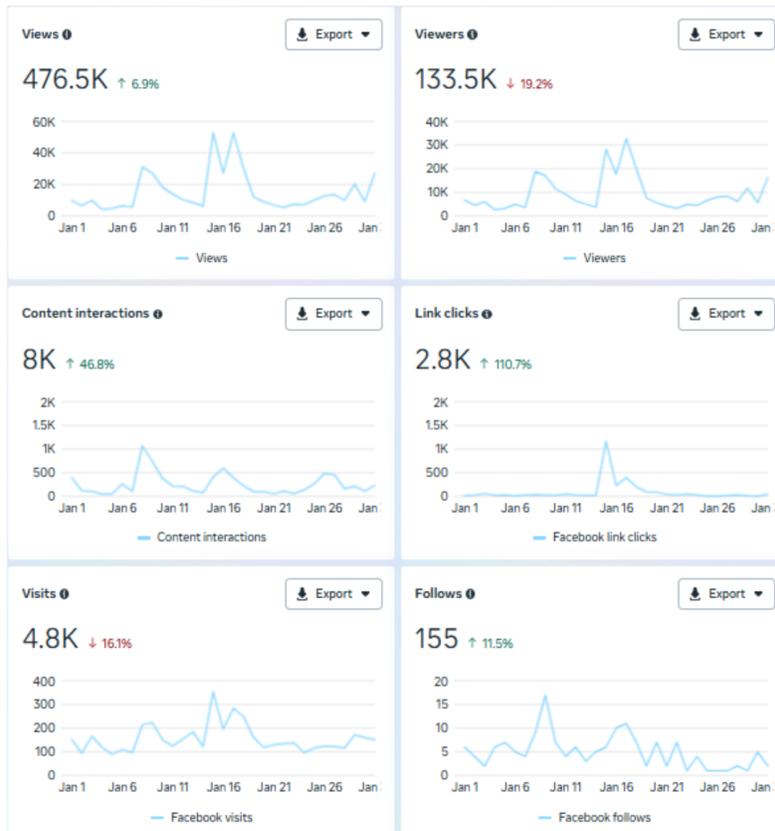
Likes and reactions **241** Comments **25** Shares **198** Saves **30**

Feed preview

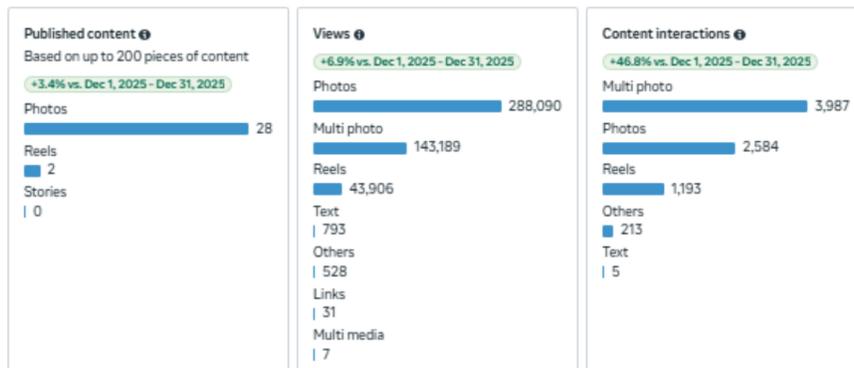
Racine Zoo  
Published by McKenna Moats  
January 15 at 9:00 AM  
The Racine Zoo is hiring!... See more  
HIRING FAIR  
February 21, 2026 | 9 AM - 12 P  
RACINE ZOOLOGICAL GARDENS  
Celebrate and Support Wildlife and Wild Plants  
Boost  
241  
Like Comment Share  
Most relevant  
Comment as Racine Zoo  
Tamar Kazarian Martanian  
View post on Facebook

Our post with the highest engagement in the month of January was the post about our hiring fair happening on February 21.

STAFF ACTIVITY REPORT | MARKETING | January 2026



This data is based on the last 31 days. Compared to December, our viewers are down slightly and so are our page visits. We anticipate as high season approaches, these numbers will increase.



This data is in comparison from November to December. We have increased in all compared to the last couple months.

# ▶ INSTAGRAM

Followers: 7,279

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.

	We are starting the new year off with a ver...	Boost	...	Thu Jan 1, 9:01am	684	547	--	67	60	1	4	2
	With the winter holidays behind us, it is nev...	Boost	...	Fri Jan 2, 9:00am	928	630	--	12	11	0	1	0
	The next set of LIF Explorers is ready to be...	Boost	...	Sat Jan 3, 10:00am	737	478	--	10	9	0	1	0
	Who doesn't love an ice-cold beer?! Brrr...	Boost	...	Mon Jan 5, 9:00am	426	272	--	6	5	0	1	0
	Ainga loves her fruits and veggies so...	Boost	...	Tue Jan 6, 9:02am	13,252	396	--	540	498	19	17	4
	Call us old fashioned, but we can't help but...	Boost	...	Wed Jan 7, 9:00am	537	322	--	7	5	0	1	0
	Two days ago, the Racine Zoo celebrated a...	Boost	...	Thu Jan 8, 9:00am	1,889	847	--	174	160	3	7	4
	Meet our Racine Zoo celebrities at your ver...	Boost	...	Fri Jan 9, 9:00am	932	473	--	47	44	0	0	2
	We are just ONE week out from Brrr...Gard...	Boost	...	Sat Jan 10, 9:00am	1,230	588	--	18	18	0	0	0
	We have a couple weekends left for Winter...	Boost	...	Sun Jan 11, 9:00am	640	403	--	14	11	0	3	0
	Become a Racine Zoo Member today! With...	Boost	...	Mon Jan 12, 9:05am	449	320	--	24	24	0	0	0
	School's Out Camp is closing soon! When R...	Boost	...	Tue Jan 13, 9:00am	798	511	--	7	5	0	2	0
	Today is the last day to get your tickets to ...	Boost	...	Wed Jan 14, 9:00am	738	480	--	11	11	0	0	0
	The Racine Zoo is hiring! We are looking for...	Boost	...	Thu Jan 15, 9:00am	1,371	826	--	28	16	0	7	5
	We have a BEAR-y special birthday at the Z...	Boost	...	Fri Jan 16, 9:00am	1,378	734	--	95	80	4	9	1
	Racine Zoo is seeking dedicated and enth...	Boost	...	Sat Jan 17, 9:00am	931	579	--	48	44	0	1	1
	School's Out Zoo Camp is closing registrati...	Boost	...	Sun Jan 18, 9:00am	443	281	--	6	6	0	0	0
	Step in from the cold and warm up by...	Boost	...	Mon Jan 19, 8:50am	2,294	293	--	19	15	0	4	0
	Did you know the Zoo has a monthly maga...	Boost	...	Tue Jan 20, 9:00am	333	221	--	5	5	0	0	0
	We have two more weekends left of Winter...	Boost	...	Wed Jan 21, 9:00am	544	348	--	8	8	0	0	0
	Love is in the air! Show your love in a uniqu...	Boost	...	Thu Jan 22, 9:00am	1,298	678	--	60	55	0	5	0
	Do you want to have the wildest birthday p...	Boost	...	Fri Jan 23, 9:00am	713	468	--	15	15	0	0	0
	Spread the love this Valentine's Day with th...	Boost	...	Sat Jan 24, 9:00am	492	308	--	31	30	0	1	0
	We hope everybody is having a weekend as...	Boost	...	Sun Jan 25, 9:00am	814	531	--	35	32	0	0	2
	We celebrated another important birthday...	Boost	...	Mon Jan 26, 4:45pm	1,868	1,024	--	131	119	3	5	1
	Winter Wonderland at the Racine Zoo Livin...	Boost	...	Tue Jan 27, 9:00am	1,309	683	--	76	74	0	1	1
	Spread awareness and connect with the co...	Boost	...	Wed Jan 28, 9:00am	657	309	--	15	15	0	0	0

# ▶ INSTAGRAM

Followers: 7,279

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.

	Spread awareness and connect with the co... Caroud • racinezoo	Boost	...	Wed Jan 28, 9:00am	657	309	--	15	15	0	0	0
	Thursday Trivia Do you know which one of ... Photo • Crossposted • Racine Zoo...	Boost	...	Thu Jan 29, 9:05am	19,787	392	--	177	120	53	3	1
	Have up close encounters with animals, dai... Photo • racinezoo	Boost	...	Fri Jan 30, 12:10pm	451	293	--	9	9	0	0	0
	The Racine Zoo is hiring! We are looking for... Photo • racinezoo	Boost	...	Sat Jan 31, 9:00am	1,108	702	--	14	11	0	3	0

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

1. Kirindy's Birthday
2. Timu's Birthday
3. Inti's Birthday
4. Hiring Fair
5. Winter Wonderland Story

Two days ago, the Racine Zoo celebrate... Thu Jan 8, 9:00am 1.9K 160 3 7	We celebrated another important birthday a... Mon Jan 26, 4:45pm 1.9K 119 3 5	We have a BEAR-y special birthday at th... Fri Jan 16, 9:00am 1.4K 80 4 9	The Racine Zoo is hiring! We are lookin... Thu Jan 15, 9:00am 1.4K 16 0 7	Winter Wonderland at the Racine Zoo Livin... Tue Jan 27, 9:00am 1.3K 74 0 1

# ▶ INSTAGRAM

Followers: 7,279

### Overview

Views	Reach	Interactions	Follows
1,889	847	174	0

↗ This post received more views compared to your recent Instagram posts.

#### Views

1,889

Total Followers

— This post's views — Your typical post views

↗ This post received more reach compared to your recent Instagram posts.

#### Reach

847

#### Audience

Age & gender

— Women 72.2% — Men 27.8%

↗ This post received more interactions compared to your recent Instagram posts.

#### Interactions

Likes and reactions	Comments	Shares	Saves
160	3	7	4

### Feed preview

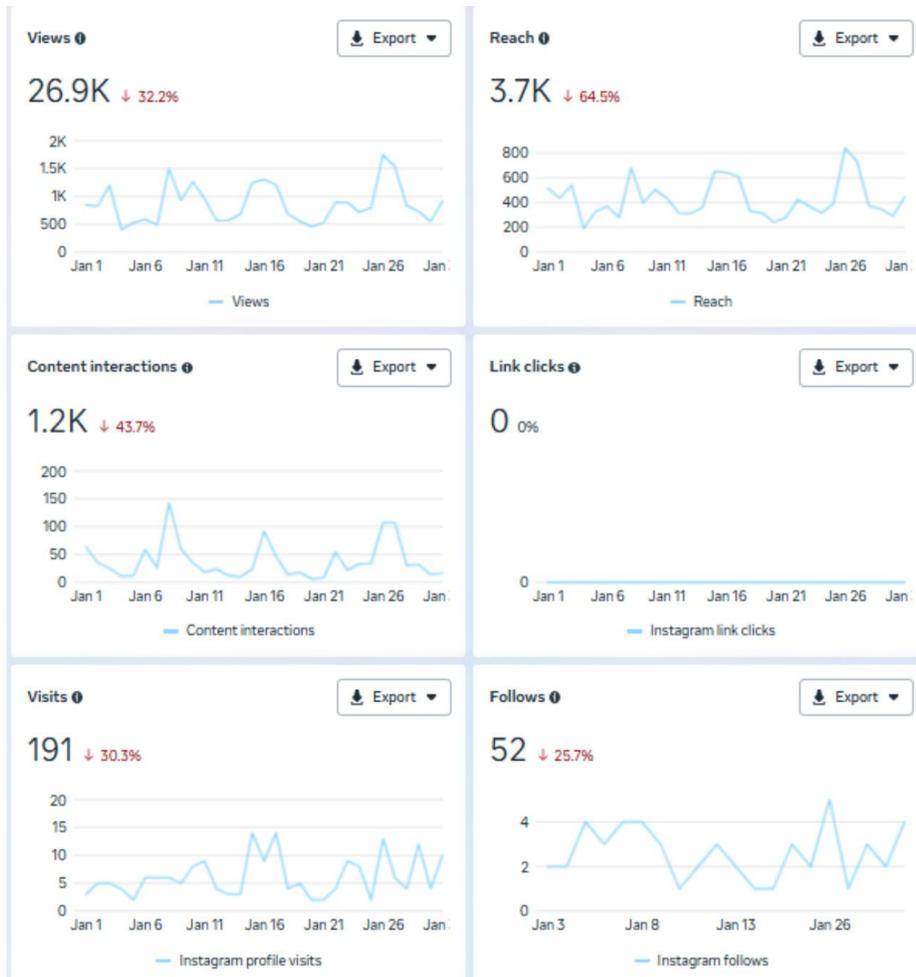
racinezoo Two days ago, the Racine Zoo celebrated a huge milestone in animal care. Kirindy, our resi... more

View post on Instagram

Add a comment...

- beartender** One of the highlights of my annual visit to the Zoo! Congrats to the animal care team on 20 years! 4w Reply Message
- kale.hum** always my favorite member of the zoo to see! 4w Reply Message
- mickminn2** How cute! Happy 20th! 4w Reply Message

Kirindy's birthday post got the most attention in the month of January. Followers really enjoy our animal content and like seeing the animals even if it is just on screen.



**Published content**  
 Based on up to 200 pieces of content  
 0.0% vs. Dec 1, 2025 - Dec 31, 2025

Posts



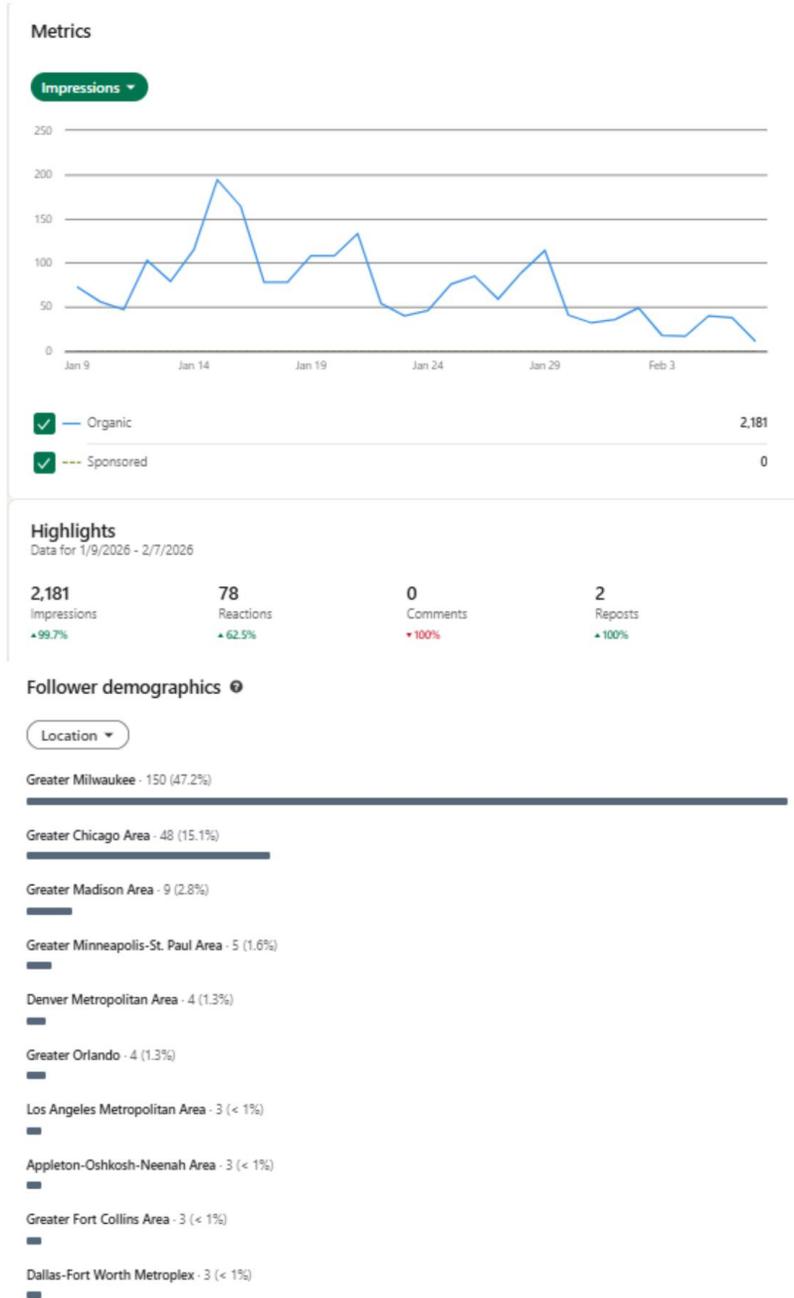
Stories

0

# ▶ LinkedIn

Followers: 318

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



## ▶ LinkedIn

Followers: 318

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

**Racine Zoo**  
318 followers  
1mo • 🌐

Two days ago, the Racine Zoo celebrated a huge milestone in animal care. Kirindy, our resident male fossa, turned 20! With a life expectancy of 10-15 years, Kirindy has outlived his wild counterparts by years. ...more



Abigail Flores, MBA and 26 others

1 comment • 1 repost

**Racine Zoo**  
318 followers  
2w • 🌐

Love is in the air! Show your love in a unique way this year. Treat your sweetheart to a romantic evening at the Zoo! ...more



Molly Rial and 7 others

1 repost

**Racine Zoo**  
318 followers  
3w • 🌐

The Racine Zoo is hiring!

We are looking for hardworking and dedicated individuals to join our team! ...more



Molly Rial and 11 others

3 reposts

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

## Throughout the month of January:

- 7 E-blasts were created and sent out
- Our January 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 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 and has been doing very well

## **Special Events**

### **January Events**

- Weekends from January 3-31—Winter Picnic in a Snow Globe
  - Location: By Jungle Grill
  - Overview: Globe experience
  - Attendance: 100
- January 17—Brrr...Garden
  - Location: Pavilion and north of pavilion
  - Overview: Beer tasting
  - Attendance: 72

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

- February 14—Animal Amore
- March 25—Call Me Old Fashioned
- April 4—Eggstravaganza