Social Media Outreach for Zoo Praha

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Abstract

Zoo Praha, located in the Czech Republic, is one of the leading international zoos in the field of conservation and education. We are working with Zoo Praha to support their efforts in portraying their narrative on social media. Our project goal is to develop a social media outreach plan that increases public engagement to highlight Zoo Praha's mission of conservation and education. We achieved this through field observations of the educational signs throughout Zoo Praha, social media analysis of Zoo Praha and comparable zoos, interviewing other zoo experts, and surveying visitors. This research informed the final deliverable, a two-week social media outreach plan for Zoo Praha's Instagram and YouTube platforms that can serve as a guide for an ongoing social media campaign. The outreach plan uses best practices to create entertaining and engaging content that incorporates educational content about Zoo Praha's conservation efforts.

Acknowledgements

Executive Summary

Zoos can use social media as a tool to educate and engage the public and advance their mission to support animal conservation globally. By using platforms such as Instagram and Twitter, zoos can ignite interest in animal education and conservation (Dilenschneider, 2023). Social media can help zoos to achieve these results because of the opportunities to reach a wider audience and engage with the public.

With this understanding, the goal of this project is to develop a social media outreach plan that increases public engagement and to highlight Zoo Praha's mission of conservation and education. The team will achieve this goal through the following objectives: identify successful social media practices for zoos, understand how the public engages with Zoo Praha on social media, identify gaps in Zoo Praha's current social media content, and develop a social media outreach plan (See Figure 0.1).

01 Successful Social Media Practice
- Interviews
- Social Media Analysis

02 Public Engagement on Zoo Praha Social Media
- Social Media Analysis
- Surveys

03 Zoo Praha Current Social Media Improvements
- Zoo Praha Analysis
- Observations
- Previous Findings

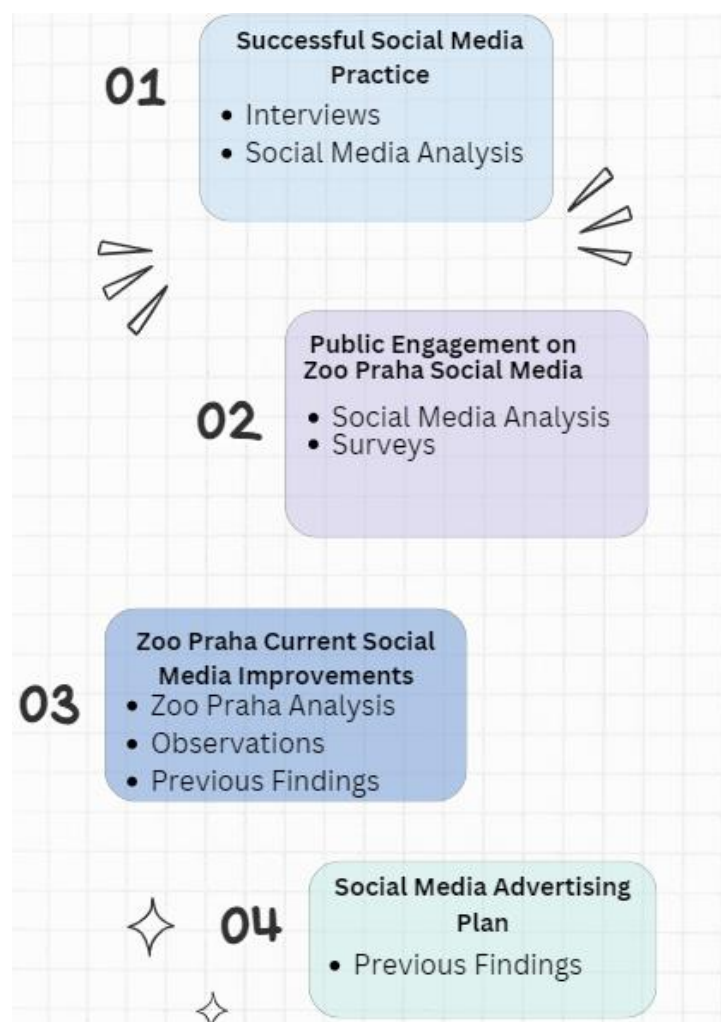**04 Social Media Advertising Plan**
- Previous Findings

Figure 0.1 Team's Objectives and Methods

Through interviews and analysis, **we identified successful social media practices for zoos**. We found that zoos primarily use the social media platforms Facebook and Instagram to post content. Their content should include visually appealing photos and videos that are between 30 seconds and 1 minute in length (see Figure 0.2). Moreover, we found that certain species of animals that have charismatic features gain more attention on social media. Captions can be classified into three categories, conservation and education, storytelling, and entertainment.
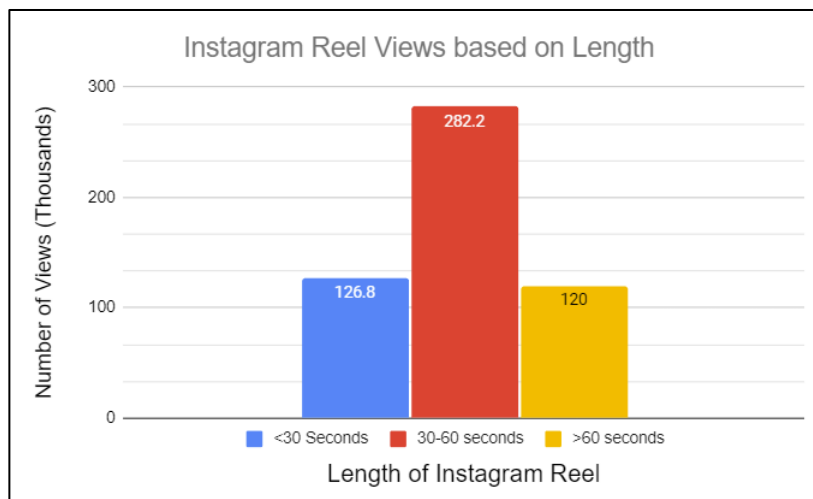
Figure 0.2: Instagram Reel Views Based on Length

Through our analysis and surveys, we were able to **understand how the public engages with Zoo Praha on social media**. We found that Facebook and Instagram are the two most popular platforms among zoo visitors, which aligns with our comparative research. We also found that visitors like to post pictures of their family, friends, and animals on their social media (See Figure 0.3)

Figure 0.3: Survey Result of Visited Social Media Platform

Through observations, our results from our previous two objectives, and Zoo Praha's social media analysis we **identified gaps in Zoo Praha's social media platforms**. One gap was that the Zoo's posts negle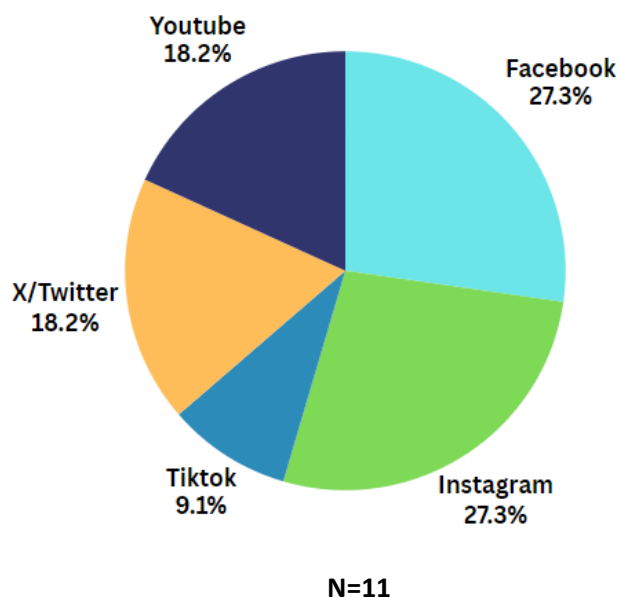ct lesser-known animals. Another gap was no acknowledgement of international animal days, which other zoos use to highlight endangered and other animals of interest. Addressing each of these present opportunities for the zoo to better portray their mission of conservation and education and introduce a greater diversity in representation of the animals highlighted throughout their platforms.

Figure 0.4: Mock Instagram Post

To **develop a social media outreach plan**, we used our findings from our previous three objectives. We developed a two-week timeline of YouTube and Instagram content, a calendar of International Animal Days throughout the year, and ideas for long-term social media campaigns. The content created includes photos and video ideas of different animals along with the captions for each post (See Figure 0.4). The content combines aspects of Zoo Praha's mission of conservation and education with entertaining and engaging animal content and captions.

Conclusion

Zoo Praha is a leading zoo in the field of conversation and education for endangered animals around the world. The social media outreach plan that we have created with Zoo Praha

has the potential to help them share and display their mission of conservation and education on their social media platforms. Enhancing the way that Zoo Praha uses social media can help the zoo to better engage and educate the public about their work and efforts in conservation and education.

Authorship Page

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1.0 Introduction

Zoos have a greater purpose than most people realize; they focus their efforts on the conservation and education of species across the world. Zoos work tirelessly to save animals from extinction and repopulate them in the wild. Often these efforts go unnoticed by the public. Zoos, like other public facing organizations, can use social media to engage with the public and help them understand their work and incite public interest.

One of the world's leading zoos in the field of conservation and education is Zoo Praha, located in the Czech Republic. Zoo Praha's mission is focused on education, conservation, and zoology. The primary way they share their mission is through their website and informational display boards throughout the zoo, making it difficult to keep the information engaging, informative, and up to date. Posting on social media creates an opportunity for Zoo Praha to educate a wide range of audiences about their conservation efforts while continuing to increase their visibility and public engagement.

The goal of our project was to develop a social media outreach plan that increases public engagement to highlight Zoo Praha's mission of conservation and education. The team achieved this goal through the following objectives:

- Identify successful social media practices for zoos
- Understand how the public engages with Zoo Praha on social media
- Identify gaps in Zoo Praha's current social media content
- Develop a social media outreach plan

2.0 Background

In today's digital age, social media has a profound effect on how zoos portray their work to the public. The following sections provide valuable information about how zoos can effectively use social media and other marketing tactics to engage visitors both in person and online. The sections provide an understanding of social media best practices for zoos, how zoos can stand out using multimedia platforms, and the value of user-generated content. Each section explores relevant information and research that informs our development of an effective social media outreach plan to engage and educate Zoo Praha visitors.

2.1 Social Media and Best Practices for Zoos

Zoos have traditionally been recognized primarily as places for recreation and entertainment facilities. However, there has been a shift in the focus of zoos, placing a greater focus on conservation and education. Many zoos partake in and donate to the support of endangered species and other animal conservation projects (Tribe and Booth, 2003). Social media is a great opportunity for zoos to find people who may be passionate about wildlife conservation and would like to support that cause. It has been shown through surveys that visitors who had an interactive experience are more likely to support animal conservation compared to those visitors who only had the opportunity to look at the animals and read the information card (Swanagan, 2000).

Social media platforms have become powerful tools to promote zoo's mission and their work on conservation. Zoos may interact with their audiences by tweeting live updates and posting behind-the-scenes videos about the animals' stories as well as fascinating glimpses into

the zoo's everyday activities (Dilenschneider, 2023). Engaging and interacting with the public pays off for both the visitors and the zoos. Using social media effectively has shown to increase revenue at gift shops, strengthen communities, and increase donations (Dilenschneider, 2023). It is important for visitors to be aware of how zoos help endangered species through the preservation and conservation of these animals.

One way zoos can educate the public on this topic is through storytelling of animals that can be recorded and posted on YouTube. (Dilenschneider et al., 2023). Some other examples of social media platforms that can help boost awareness is Instagram. With zoos being able to post aesthetically pleasing content that includes engaging photographs and live feeds of zoo activities, Instagram has developed into a useful tool for zoos (Rowan 2021). Pictures can say a lot about a zoo, and it is important for zoos to use photographs to tell their story (Dilenschneider et al. 2023). Through the Instagram livestream feature, zoos can go live on their Instagram page and show their followers what is happening at the zoo at that current moment. Moreover, using Instagram, zoos have been starting awareness campaigns to display urbanization and the growing disconnect from nature through conservation photography. These campaigns combine positive messaging with actionable steps people can take to contribute to conservation efforts (Rowan, 2021).

It is also important to make sure the message gets the users' attention and is not forgotten. An effective way to do that is by using social media in a new and engaging way such as posting from the perspective of their animal (Rose et al., 2018). A study conducted at the Brookfield Zoo used Twitter to highlight animal behaviors. To display specific animals, they would tweet about what the animal is doing, its name, its photo, and scientific facts while also adding personality (Hood et al., 2015). Over time, Brookfield Zoo released over 3,200 tweets containing

information about their different animals. They found that posting on social media from the animal's perspective is an effective, unique, and fun technique that attracts attention and promotes engagement from the public.

2.2 Zoos Can Stand Out Using Interactive Media

By incorporating interactive media, such as touch-screen maps and games, into their zoo experiences, zoos can stand out to the public and create active engagement. Interactive media is a useful way to engage visitors because it promotes positive memories and attitudes through physical activities and experiences. A study conducted at the Taipei Zoo revealed that sensory experiences, particularly those classified as "Sense" and "Relate" experiences, effectively created emotional connections with the visitors (Tsaur et al., 2007). "Sense" experiences appeal to the five senses: sight, touch, sound, taste, and smell, and "Relate" experiences appeal to human emotions to create a deeper connection between the visitor and the zoo. Visitors at the Taipei Zoo showed the most interest in experiences with visually appealing colors, loud sounds, funny movements, and exciting shows. They also found that promoting education and conservation efforts through spokespersons and activities allowed visitors to form an emotional connection with the animals and the zoo's work (Tsaur et al., 2007). If zoos highlight and incorporate "Sense" and "Relate" experiences through interactive means, they could create a fun and memorable experience for visitors.

Interactive media also allows zoo visitors to create meaningful experiences before, during, and after their visit. Studies show interactive and gamified experiences are an efficient way to combine public entertainment and engagement while continuing to educate visitors (Fahlquist, 2014; La Cuadra et al., 2019). In Sweden, Karin Fahlquist conducted case studies on

how to engage visitors both inside and outside of the zoos. To build engagement inside the zoo, Fahlquist incorporated an interactive application in the zoo that provided information, photos, videos, and sounds to the user (Fahlquist, 2014). The research shows that the interactive map allowed visitors to stay actively engaged with hands-on experiences while learning about the different animals in the different sections of the zoo. To build engagement both inside and outside the zoo, Fahlquist developed a social media game concept combining the physical and digital worlds. This game encouraged visitors to work together to complete assignments, challenges, and learn about the zoo animals, allowing them to explore more of the zoo while also interacting with other zoo visitors. This game was also able to be played outside the zoo and worked to encourage visitors to continue learning about the animals after their visit.

2.3 User Generated Content's Influence on Tourism

In the tourism industry, electronic word of mouth (eWOM) has become an increasingly prevalent and important marketing tool. As a natural extension of the influence of eWOM, the popularization of user-generated content (UGC) has resulted in a substantial transformation in how people plan their trips and how the tourism industry practices marketing communication (Liu et al., 2020). UGC can consist of YouTube videos, comments, sharing, and reviews about a certain product or experience. It has become an increasingly beneficial resource during the pre-travel phase for shaping travel plans and helping visitors make informed choices about their journeys (Zavodna et al., *2018*). The tourism industry can use user-generated content to influence consumers' decisions to visit an attraction and better understand how visitors perceive an attraction.

User-generated content (UGC) has become a pivotal aspect of social media in shaping travel plans by providing valuable and trustworthy information. With a variety of perspectives, individual opinions, and genuine travel experiences shared by users and tourists themselves, UGC has become an indispensable resource for travelers when deciding on specific attractions within their chosen destinations (Narangajavana et al., 2019). A comprehensive 16-week study in Valencia highlighted the influential role of both strong connections, such as family and friends, and weak connections, like acquaintances and strangers, in shaping tourists' expectations and perceptions of destination attractions, displaying the reliability of word-of-mouth alongside official research from tourism websites (Liu et al., 2020). This trust is rooted in the transparency of people willingly sharing information without hidden agendas (Narangajavana et al., 2019). In contemporary times, consumers prioritize reviewing others' perspectives before choosing attractions, making UGC a crucial tool for tourist attractions to analyze how they are portrayed online by consumers. Positive reviews and comments, as evidenced by a study from the School of Hotel and Tourism Management at The Hong Kong Polytechnic University, strongly correlate with providing a sense of final approval for travel plans, while negative reviews have a dissuading effect (Liu et al., 2020). Shared information within friend and family groups significantly influences how other members perceive and judge travel options, thereby shaping travel choices (Narangajavana et al., 2019). As UGC continues to become more influential, its impact on consumer satisfaction and travel decision-making remains a crucial aspect of social media.

2.4 Zoo Praha

Zoo Praha is committed to the mission of protecting wildlife, educating the public, and advancing zoological science. Zoo Praha is home to 685 distinct species and over 5,000 different animals. It officially opened in September of 1981 and has been growing in numbers ever since (History, 2016). Zoo Praha works to protect both individual species and their ecosystems by breeding endangered species and ensuring to preserve and conserve the species' natural environments (We Help Them to Survive, n.d.). Zoo Praha is currently home to 541 endangered species listed on the IUCN Red List (The Zoo in Numbers, 2021). They continue to work to protect and educate the public on these various species.

An example of one of Zoo Praha's conservation success stories is the reintroduction of the Przewalski's horse into the wild in Mongolia. Przewalski's horse went extinct in the wild during the 1960's due to extensive hunting and the few remaining horses were distributed to zoos around the world. Organizations and zoos began to reintroduce Przewalski's horse into the wild and were successful in doing so, but most were shut down for financial reasons. In 2011, Zoo Praha launched their new project, "Return of the Wild Horses" where they have successfully bred 300 Przewalski's horses and have begun returning them to the wild in Mongolia (Zoo Praha, 2020). Thanks to Zoo Praha, support from their community, and other organizations, the Przewalski's horse who were once classified as "extinct from the wild" are now classified as "endangered" (San Diego Zoo, 2015).

The zoo holds activities and events open to the public to help educate people about science, biology, animals, and conservation. Zoo Praha encourages schools and students to explore the zoo through various excursions to learn more about the different animals and ecosystems (For

Schools, n.d.). Universities, teachers, and college students can conduct scientific projects and research to develop a better understanding of animal and wildlife behaviors (Zuckerman, 2000). Because of this focus on education, community engagement is important in fulfilling the mission of Zoo Praha. They work to reach local and global audiences through various forms of online and social media platforms such as their website, YouTube channel, and accounts on Instagram, Twitter, Facebook, and TikTok. In Figure 2.1, the Instagram and YouTube platforms of Zoo Praha, Leipzig Zoo, Schönbrunn Zoo, and Copenhagen Zoo are compared. Although Zoo Praha has a large Instagram and YouTube following, they lie in the midrange for the number of followers on their platforms. This shows that Zoo Praha has room to grow and expand their engagement on their social media.
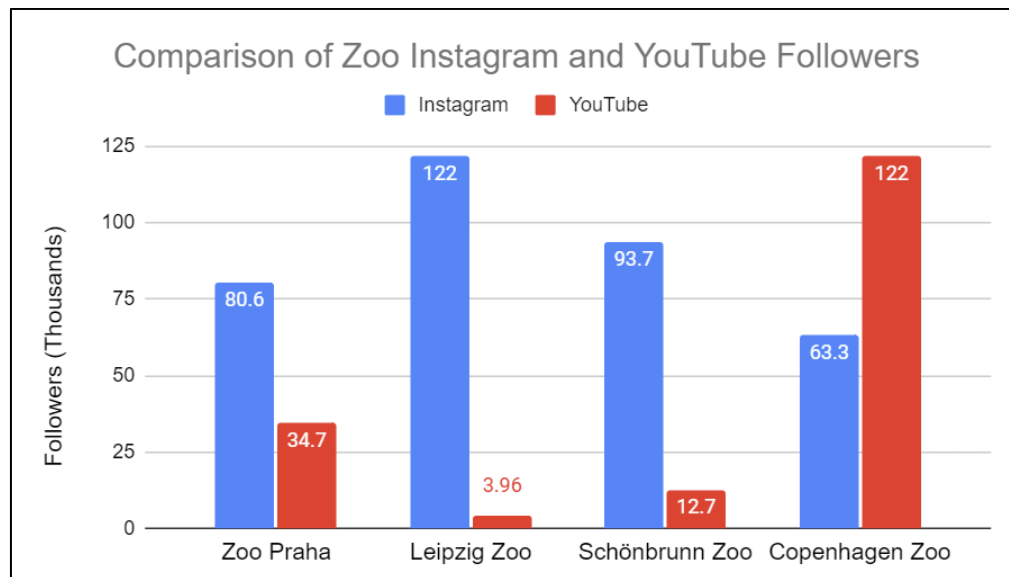
Figure 2.1: Comparison of Instagram and YouTube Followers of Zoos

2.5 Summary

Based on background research, Zoo Praha would benefit from engaging with their visitors through social media. Social media has transformed how zoos connect with the public, making their missions to protect and preserve wildlife more accessible and engaging than ever before. As the social media landscape changes, it creates new opportunities for zoos to share their conservation efforts with the public. This research guided the methods discussed in the next chapter by influencing the team to identify how zoos post, how visitors engage with social media, and gaps in the Zoo Praha social media platforms.

3.0 Methodology

To gain insight into developing a social media outreach plan that contributes to sharing Zoo Praha's mission, our team used multiple methods. The team conducted structured interviews with international zoos over email and a social media analysis of various other zoos to identify the successful social media practices for zoos. The team conducted social media analysis of tagged posts along with distributing surveys to Zoo Praha visitors to gather information on how the public engages with Zoo Praha on social media. The team then conducted observations of the information boards around Zoo Praha and analyzed Zoo Praha's social media platforms to identify gaps in Zoo Praha's current social media content. Insights from this research contributed guidelines and content for a two-week social media outreach plan for Zoo Praha.

4.0 Results

By conducting interviews, social media analysis, surveys, observations, social media analysis, and interviews, the team gathered enough data to develop a social media outreach plan for Zoo Praha. The following section of the report shows the findings and analysis for each objective.

4.1 Successful Social Media Practices for Zoos

The team conducted interviews and social media analysis. We interviewed three zoos over email. Our interview questions were focused on what type of content they post, platforms they prioritize, and successful campaigns and content that have performed well in the past (Appendix A). Based on the results from the interviews, the team then conducted a social media analysis of eight popular zoos' social media platforms. This analysis consisted of looking at the 25 most recent posts on Instagram, YouTube, and Facebook. For each zoo, we ranked their social media platforms by followers, coded how long the videos are, the three most popular animals in terms of views and likes, how often and time of day they post, and the theme of the caption.

Through these methods, the team found three major takeaways from the results that Zoo Praha should consider when creating their social media content.

4.1.1 Key Takeaways for Creating Social Media Content

The first takeaway from the results was the **social media platform** that was most popular among zoos and their visitors. We found that Facebook and Instagram are the most popular platforms. Zoos receive the most engagement in the forms of followers, likes, shares and comments on these platforms and post most consistently on these platforms.

The second takeaway we found was the **type of content** that performs the best for zoos

on social media. We found that photos and videos receive the most engagement, while livestreams and Instagram stories receive the least engagement. We also found that short videos perform better than longer videos with the optimal length between thirty and sixty seconds (see Figure 4.1.1). The videos are oriented vertically to be viewed on a smartphone.
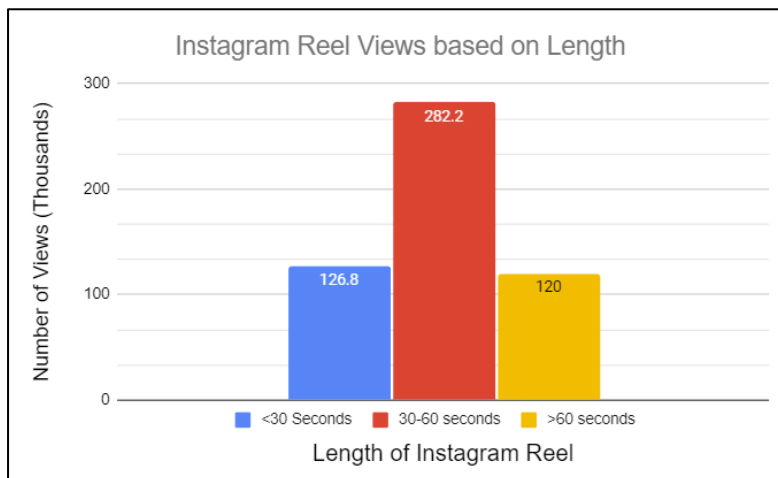
Figure 4.1.1 Instagram Reel Views Based on Length

Along with the photos and videos, the **caption** is another crucial aspect of social media posts. We found that captions can be of three distinct types: educational/ conservational, storytelling, and entertainment. Educational and conservational captions can describe the conservation efforts being made by the zoo or educating the public about a certain animal, such as fun facts. Storytelling captions describe the story of an animal in the zoo, ranging from how they got to the zoo, their life at the zoo, or an interesting story about them. Entertainment captions are focused on engaging the audience with jokes, wordplay, puns or relatable content to amuse, entertain, or captivate the audience. Many zoos had a mixture of all three caption types throughout their social media.

The third takeaway we found was the **optimal time to post** content throughout the day and how often to post. We found that there are multiple times of the day that receive the most engagement. The general guideline is to post the content when the public are most likely to be on their phones, with the most popular times being commuting hours either in the morning or

evening. All the zoos we analyzed posted their content during the commuting hours of their respective time zones and never outside of 9:00-19:00. Most zoos post content every day or every other day on Facebook and Instagram while rarely posting content on other less popular platforms.

4.1.2 Popular Zoo Content

We identified categories of animals and campaigns that consistently perform better across all social media platforms. Some of the popular animals we found include large mammals (elephants, hippo, rhino, etc.), exotic animals (capybaras, anteater, aardvark, etc.), and newborn/baby animals because they have charismatic features that reptiles and birds lack, making them less popular on social media. Our preliminary research and findings show that popular animals can be identified as a charismatic species, which results in them receiving a disproportionate amount of engagement. Our research also identified some popular zoo social media campaigns such as animal birthdays, animal births, international animal day, and zookeepers interacting with animals. Animal birthdays and international animal days only happen once a year, while events like animal births may only happen once every few years, making them special occasions that people look forward to. Zookeeper interactions provide a human connection with the animal while also informing the viewer about the work they do for the animals every day and telling the animal's story.

4.2 How the Public Engages with Zoo Praha on Social Media

To understand Zoo Praha visitors' preferences on social media, the team first conducted a second social media analysis of only Zoo Praha social media, to determine their visitors' preferences. We looked at 20 tagged posts on Zoo Praha's Instagram. We analyzed 20 posts that included the visitor in the image/video. We found that many visitors posted single pictures of

themselves or a family picture with some animals in the background. Some of the popular animals in the background were giraffes, elephants, and flamingos. Visitors also posted pictures of their little kids with various animal statues. About three of the posts had a horse, elephant, or tiger statue in the background of the picture.

We then completed 51 surveys of visitors at Zoo Praha (see Appendix B). We created a survey on Qualtrics including both an English version and a Czech version, edited by a native Czech speaker. We found that Zoo Praha visitors like to post family pictures and pictures of animals (See Figure 4.2.1). We also asked the visitors how they found out about Zoo Praha, and about eleven participants out of fifty said they found out from a social media post. As seen in Figure 4.2.2, most visitors who found out about Zoo Praha from a social media post were from Instagram and Facebook. This shows that one of the common social media among visitors is a tie between Instagram and Facebook.
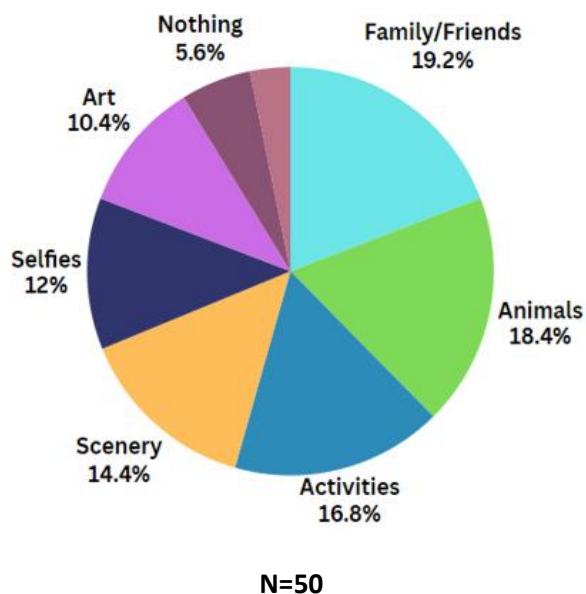

N=50

Figure 4.2.1: Survey Results of Posting Preferences
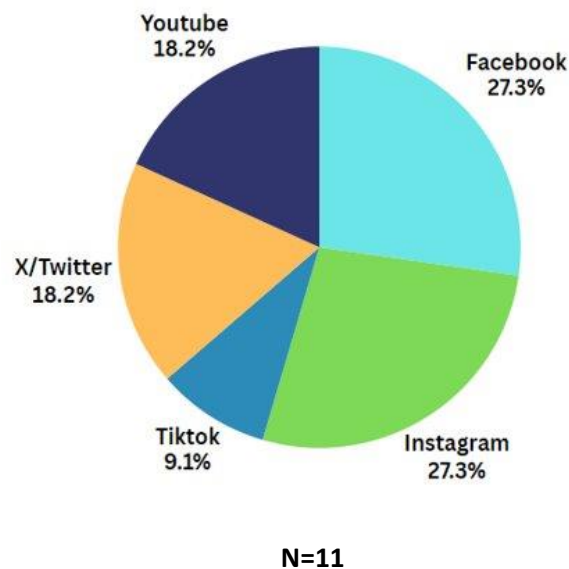

N=11

Figure 4.2.2: Survey Results of Visited Zoo Praha Social Media

4.3 Identify Gaps in Zoo Praha's Current Social Media Content

From our results in sections 4.1 and 4.2, there are aspects of the Zoo Praha social media platforms that can be improved to increase engagement and visibility online. Zoo Praha consistently delivers content, yet introducing a greater variety of content could reach a larger audience. Through

Main Gaps
1. Posting Lesser-known animals
2. Keeping up with International Animal Days
3. Following Online Trends

gaining more attention on social media, Zoo Praha can further succeed in its mission of conservation and education.

From our online research and observations around the zoo, we found a plethora of **conservation efforts** being done by the zoo that were not making it into Zoo Praha's social media posts, but that would be of potentially great interest to the public. Their efforts to preserve ecosystems stretch all over the world from reintroducing Przewalski's horse in Mongolia to saving the Gharial in India. The main source of this information to visitors was displayed on boards throughout the zoo. We observed these information display boards that show the conservation efforts done by the zoo and found that no one reads the signs, meaning Zoo Praha efforts are going unnoticed by the public. We noticed that even if people did stop to look at the sign, it was for a quick glance of 5 to 10 seconds. To help the zoo spread their efforts and mission better to the public, we believe that it would be important for Zoo Praha to have more content posted online consistently about their animals and what is being done to help them survive.

We found that Zoo Praha could improve their social media with more variety, because they have a regimented way they create and post content. From our analysis of the Zoo Praha social media, we found that certain animals such as seals, wombats, Tasmanian devils, and pangolins

are posted the most often, while some **lesser-known animals** are posted rarely or never. They are home to many unique animals that are not at other zoos and are not posted on social media. By broadening the types of animals Zoo Praha highlights on social media, the zoo can diversify the public's knowledge and foster a deeper appreciation for biodiversity. It will also be a great way to contribute to the zoo's overall conservation efforts. The lesser-known animals tend to face greater threats and challenges. By shedding light on these species, Zoo Praha can raise awareness and further protect these vulnerable creatures. Therefore, by diversifying the content posted on social media, Zoo Praha will be furthering its mission of conservation and education.

From our social media analysis, we found that many zoos, such as Chester Zoo and Berlin Zoo, post **international animal days** throughout the year. Zoo Praha sometimes posts this type of content; however, they do not regularly keep up with the upcoming holidays on their social media. It is a good way to introduce a variety of animals at the zoo and increase online engagement. These holiday posts gain more likes and comments, therefore increasing engagement for zoos on social media.

We also found that Zoo Praha could better keep up with **popular trends online**. In our social media analysis, we found that viral audios accompanied by video or photo content are a great way to keep a wider audience engaged. Viral audios are small clips of sound that gain popularity quickly and spread online across various platforms. They tend to captivate a large audience by having catchy tunes, a sense of relatability, or even a humorous element. By participating in these audio trends, individuals put themselves within a larger community and contribute to a positive online momentum. Many zoos participate in these new and creative internet sensations which lead them to a positive flow of engagement online. By using these types of audios, Zoo Praha has the potential to tap into a wider audience rather than the traditional zoo enthusiasts.

4.4 Social Media Outreach Plan

Utilizing the results and analysis from the above sections, we created a social media outreach plan that incorporated Zoo Praha's mission and existing social media trends. We developed two weeks' worth of content that included long-term campaigns that the zoo can use in the future. The plan includes educational and conservational content, intermixed with entertainment and storytelling, to improve social media outreach.

> **Guidelines for Zoo Praha social media**
> 1. Platform: Instagram and YouTube
> 2. Type of Content: Photo/Video
> 3. Caption: Storytelling, Conservation, Entertainment
> 4. Video Length: <1 min
> 5. Posting Time: Commuting time

4.4.1 Platform

After conducting our research and working with our sponsor, we decided to create our social media outreach plan on Instagram and YouTube. Instagram is one of Zoo Praha's largest social media platforms, with the most engagement. It currently has 80.6K followers, with views and likes on posts being in the thousands. We found diversity in the use of Instagram because it gave our team the opportunity to formulate content in both photo and video (Instagram Reels) formats. We also found diversity using YouTube because of the variety of long and short videos. After selecting Instagram and YouTube as the platforms for the outreach plan, we created content ideas based on the evidence from our research.

4.4.2 Content

Through the content analysis of Zoo Praha's social media platforms, we found that they posted many photos and videos of their seals and wombats because of the high level of engagement (likes, views, and comments) those posts received. Our goal for the outreach plan was to help Zoo Praha display their mission of conservation and education on social media while continuing to engage the public. Since Zoo Praha is home to many animals, we wanted to show

lesser posted animals. This helped to keep the social media engaging because of a diverse set of animals that people may not have seen. Along with engagement, incorporating these animals allowed Zoo Praha to educate about these animals and about the conservation efforts the Zoo makes to support them. We also found through our research that entertaining content also keeps visitors engaged on social media. To include entertainment aspects, we also included more funny and entertaining Instagram Reels and captions. We were able to create two weeks of content that includes different animals, education and conservation, and entertainment.

To create the timeline of content, we followed our three guidelines for creating social media content. The two-week timeline of content specifically included photos and videos of different animals and the caption for each post (educational, conservational, or entertaining) (see Figure 4.4.1).
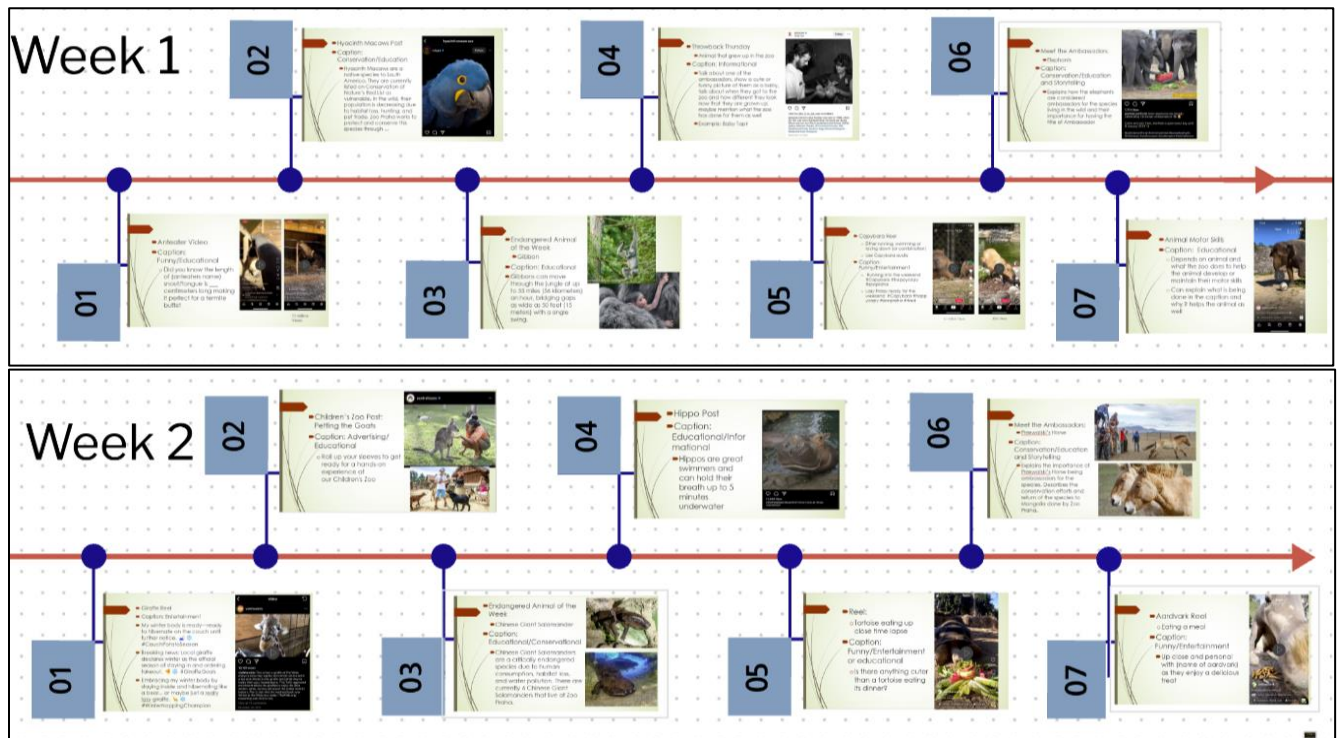

Figure 4.4.1: Two-Week Social Media Outreach Plan

Through our social media analyses of other zoos and Zoo Praha, we found which animals were more popular on other zoo social media that could be included on Zoo Praha's platforms. We also found which animals are not posted often or at all on Zoo Praha's social media. With this information, we accumulated the list of animals to include in the two-week content timeline. Some of the animals included were hyacinth macaws, capybaras, aardvarks, and hippos.

Along with the two weeks of specific content, we formulated three ideas for long-term campaigns for Zoo Praha's social media that connected with the goal of spreading the mission of Zoo Praha and engaging with the public. The first campaign was International Animal Day (See 4.4.2). Throughout the year, many zoos include International Animal Days on their platforms, which leads to increased engagement on the post and the platform. Zoo Praha does not post these international days often, leaving a missed opportunity to increase engagement on those days throughout the year. We created a year-long calendar that includes the dates of each of these international days (see Appendix C). By making this calendar, we wanted to give Zoo Praha the ability to post International Animal Days more often by simplifying the process of searching for these days.

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3 World Wildlife Day!	4	5	6	7	8	9
10	11	12	13	14	15 Buzzards Day!	16
17	18	19	20 World Sparrow Day!	21	22 International Seal Day!	23 World Bear Day!
24	25	26	27	28 Manatee Appreciation Day!	29	30
31						

Figure 4.4.2: International Animal Day Calander: March

The second campaign was Endangered Animal of the Week (see Figure 4.4.3). This was a weekly campaign that would highlight a new endangered animal living at Zoo Praha. Through these posts, Zoo Praha would be able to share new animals while educating the public on these animals and the conservation efforts made by the zoo to protect them. By making it a weekly campaign, it allowed Zoo Praha to always be able to include at least one conservation/educational post on their social media each week.

Zoo Praha · Follow

237,721 likes

Zoo Praha There are currently less than 200 adult Gharial left in the world due to river polution, dam construction and massive scale fishing operations. Zoo Praha working to prevent their extinction.

View all 127 comment

Add a comment...

2 days ago

Figure 4.4.3: Endangered Animal of the Week: Gharial

Figure 4.4.4: Meet The Ambassador: Prezwalski Horse

The third campaign was Meet the Ambassadors (see Figure 4.4.4). This campaign would allow Zoo Praha to explain the concept of their animal ambassadors and why they are important for the conservation of the species in the wild. Zoo Praha would have another opportunity to talk more specifically about its conservation efforts and successes through storytelling techniques. Some examples of animals that could be represented in this campaign include elephants, Przewalski's Horse, and gorillas.

To create content for the outreach plan, we also had to think about the format and times to post. We followed our guidelines 2 and 3 (section 4.1.1) to create the format of each post. Every photo and video were photographed/filmed in vertical format because it is the optimal way to format a post on Instagram and YouTube. Every video filmed was under a minute in length since shorter videos gain the most engagement and views. We also noted the optimal time to post is during commuting hours, giving Zoo Praha the opportunity to post content during the morning or early evening. Along with optimal times, we also found that many zoos post the same content across multiple platforms, so we intended for our video to be posted on both Instagram and YouTube consecutively.

4.4.3 Caption

Through our results in sections 4.1, 4.2, and 4.3, we found that many of Zoo Praha's captions are missing both the conservational and entertaining aspects that other zoos tend to include in their captions. The goal of the outreach plan was to share educational and

conservational content to help share Zoo Praha's mission, while also increasing engagement through the addition of entertaining content. Through the captions, we included entertaining content such as funny puns or jokes while also including content regarding education, conservation, and storytelling of the animals and efforts of Zoo Praha. By including these elements in the caption, it gives Zoo Praha the opportunity to share both education/conservation and entertaining content.

5.0 Conclusion

The goal of this project is to develop a social media outreach plan that increases public engagement to highlight Zoo Praha's mission of conservation and education. After conducting observations, interviewing experts from other zoos, surveying Zoo Praha visitors, and conducting social media analysis of Zoo Praha and other zoos, the team identified gaps in the Zoo Praha social media platforms. The goal was to ensure the social media platforms accurately displayed the conservation efforts of the zoo while educating the public on the various endangered and unique animals residing within Zoo Praha. By incorporating our social media outreach plan on Zoo Praha's current social media platforms, we hope to reach a wider audience to spread the mission, educate the public, and gain support for Zoo Praha's conservation efforts.

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Appendices

Appendix A: Experts from Other Zoos Interview

Interview Consent:

We are students from Worcester Polytechnic Institute, Massachusetts, USA working with Zoo Praha to use social media and multimedia platforms to support the Zoo Praha in building more visibility and visitor engagement. We are conducting interviews to gain insight into the current online engagement methods used by other zoos. This interview will take approximately 10 minutes. Your participation is completely voluntary, and you may stop the interview at any time or refuse to answer any question that we ask. This interview is confidential—no names or identifying information will appear in any project reports or publications unless you agree to have your name published.

[if asking for permission verbally prior to the start of the interview]
Do you consent to this interview?
Do you consent to having this interview recorded?

[If asking for written permission]
By typing your name below, this will be an electronic signature stating that you acknowledge that you have been informed about and consent to be a participant in the study described above. Make sure that your questions are answered to your satisfaction before signing.

You are entitled to retain a copy of this consent agreement.

_____ Date: _____

Study Participant Signature

_____ Date: _____

Signature of Person who explained this study

Interview Questions:

1. Please read the attached pdf of the consent form. Do you consent to this interview? (Yes or No)

2. Which of your current social media platforms receives the most engagement?

3. What types of content (e.g., photos, videos, stories, livestreams) tend to perform best for your zoo on social media?

4. What are some of the zoo's most successful and engaging social media posts or campaigns, and what made them successful?

5. How do you determine the best times and days to post content for maximum reach and engagement?

6. Have you used storytelling to connect with your audience and create a deeper engagement on social media? Do you have any examples?

Appendix B: Zoo Visitors Surveys

Survey Consent:

We are a group of students from Worcester Polytechnic Institute, Massachusetts, USA and are working on a collaborative project with Zoo Praha to use social media and multimedia platforms to support the Zoo Praha in building more visibility and visitor engagement. This survey's purpose is to gain insight into what types of visitors use social media and how visitors perceive their experience at the zoo to help it understand how to influence their decision to create positive

user-generated content. This survey will take approximately 5-10 minutes to complete. Your

participation is completely voluntary, and you may withdraw at any time. Please remember that

your answers will remain anonymous. No names or identifying information will appear on the

questionnaires or in any of the project reports or publications. Your participation is greatly

appreciated. Should you have any questions or concerns, we can be reached at PragueZoo-B23.

For more information about this research or about the rights of research participants, please

contact irb@wpi.edu.

Survey Questions:

1. This survey aims to learn how social media influences engagement with the Zoo Praha. It
takes approximately 5 minutes to complete. Your participation is completely voluntary, and you
may withdraw at any time. Answers are anonymous; we do not collect or report any names or
identifying information on project reports or publications. **Are you 18 years old or older, and
do you consent to taking this survey?** (check yes or no)

2. What do you like to post on social media? (Select all that apply)

a. Scenery

b. Family/ Friends

c. Animals

d. Activities

e. Art

f. Selfies

g. nothing

h. Other [text box to write answer]

3. What brought you to the zoo today? (select all types that apply)

a. Travel blog

b. social media post

c. online review (Yelp, TripAdvisor, etc.)

d. Zoo Praha social media

e. Word of Mouth

f. Friend/family brought you

g. Educational

h. just for fun!

i. other (if other elaborate)

4. (If social media post is selected) Which social media? (Select all that apply)

a. Facebook

b. Instagram

c. TikTok

d. X/Twitter

e. YouTube

f. Other (if other please elaborate)

5. How have you interacted with Zoo Praha on social media? (check all that apply)

a. Follow on social media

b. Liked their posts

c. Commented on their posts

d. Visited the social media pages

e. none

f. other

6. What is something unique you learned about the zoo from its social media pages? (text box response)

7. What are some events that occur at Zoo Praha that you discovered from its social media? (Select all apply)

a. Guided Tour

b. Private Evening Guided Tour

c. ZooExpres

d. Feeding animals

e. Keeper for a Day

f. None

g. Other

8. Were there any activities at Zoo Praha you discovered during your visit that were not advertised through the social media pages? (Yes or no)
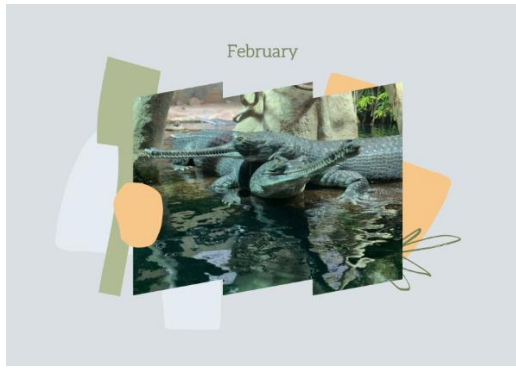

9. (If yes to question 8) What were some of those events?

a. Guided Tour

b. Private evening Guided Tour

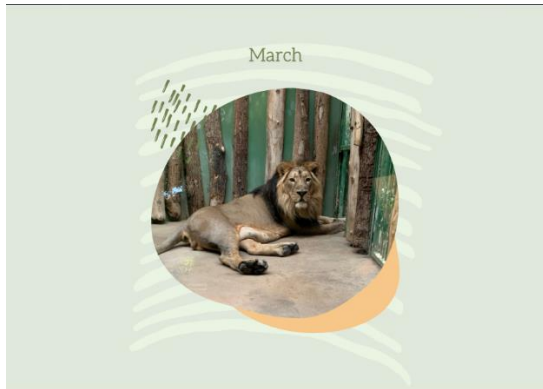c. ZooExpres

d. Feeding Animals

e. Keeper for a Day

f. Other

Appendix C: International Animal Day

[International Animal Day Calendar Link](#)

February

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14 World Bonobo Day!	15 World Hippopotamus Day!	16	17
18	19	20 World Pangolin Day!	21	22	23	24
25	26	27 International Polar Bear Day	28	29		

March

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3 World Wildlife Day!	4	5	6	7	8	9
10	11	12	13	14	15 Buzzards Day!	16
17	18	19	20 World Sparrow Day!	21	22 International Seal Day!	23 World Bear Day!
24	25	26	27	28 Manatee Appreciation Day!	29	30
31						