

# Education Advisors



# AZA Ungulates

**Masai Giraffe**

Photo: Potawatomi Zoo

# Social Media Timeline & Accomplishments

Facebook  
created in  
March 2015

First Facebook  
post September  
15, 2021.  
New Direction

#Weungulovehooves Campaign

Spring in 2021  
Education  
Advisors

Winter 2021 - Added  
Social Media  
Specialist to the  
team.

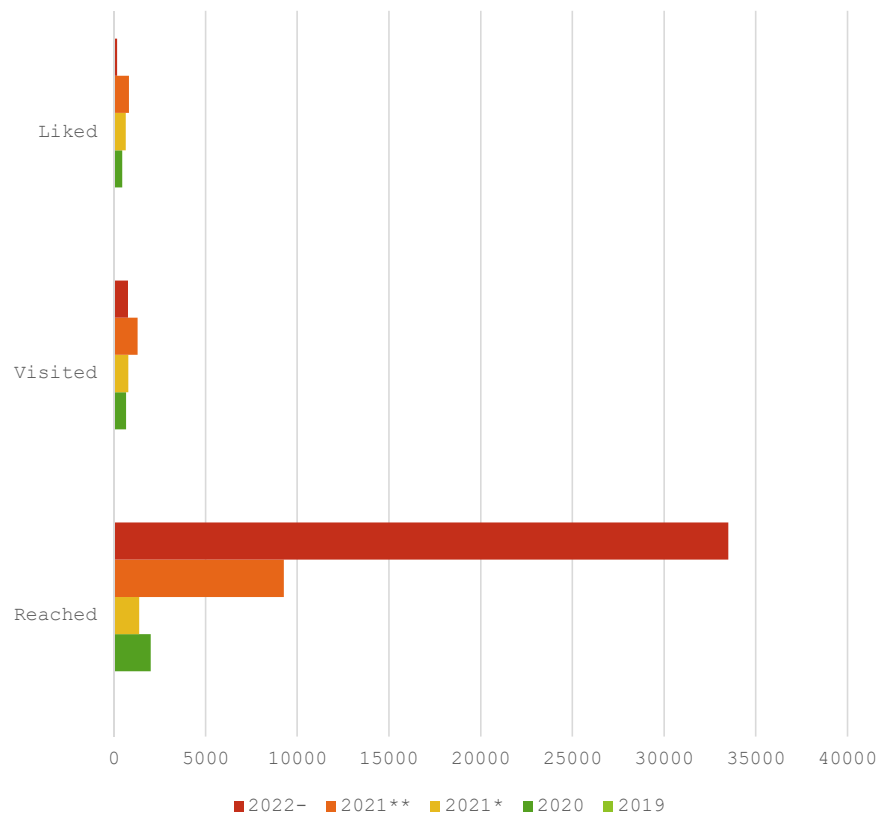
What is  
next?

# AZA Ungulate Facebook Page: From 2019 to Present

► **Reached:** The number of people who see any content from your page or about your page including posts, stories, ads, social information from people and interact with your page.

► **Visits:** The number of times your Facebook Page is visited.

► **Likes:** The number of new likes of your Facebook Page.



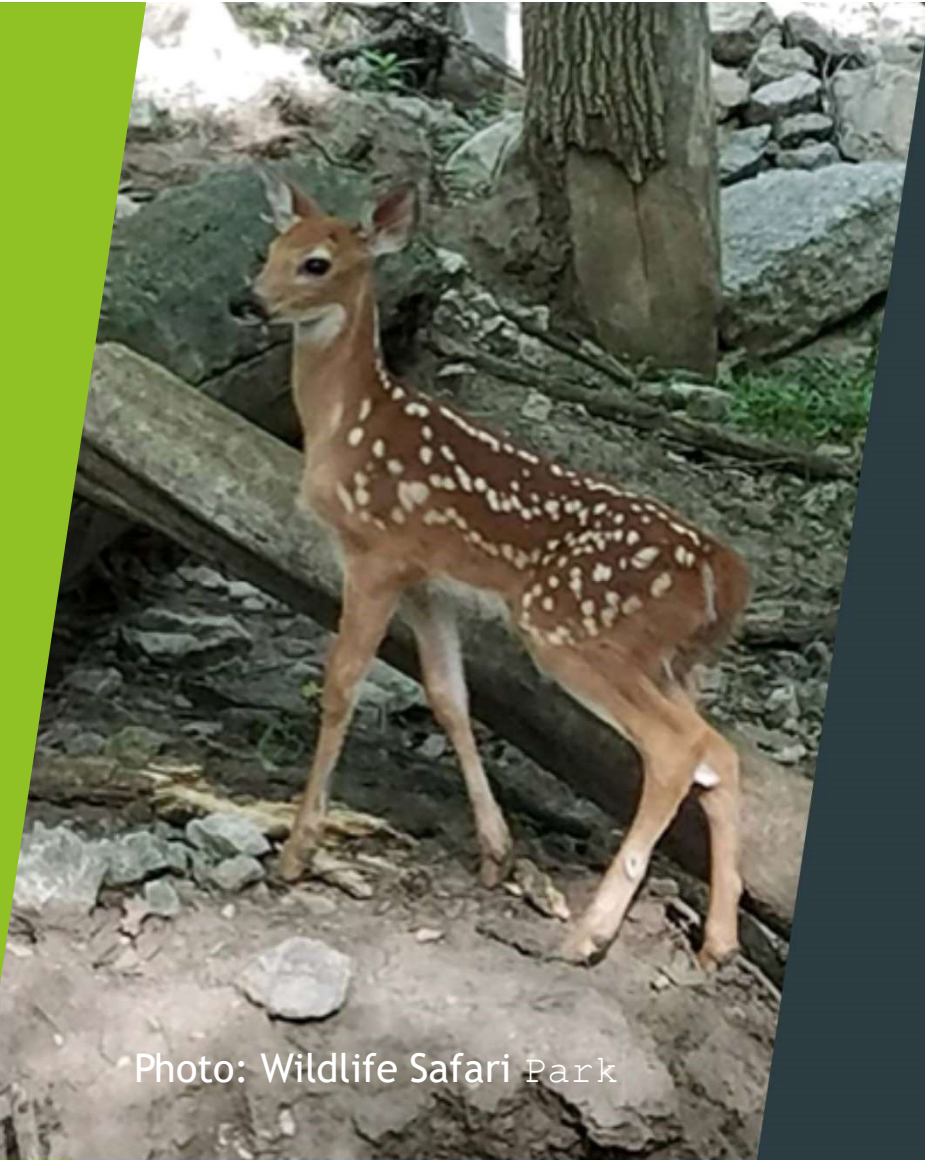
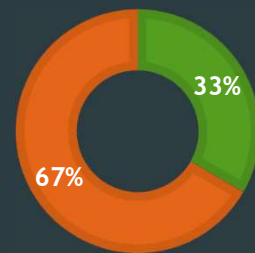
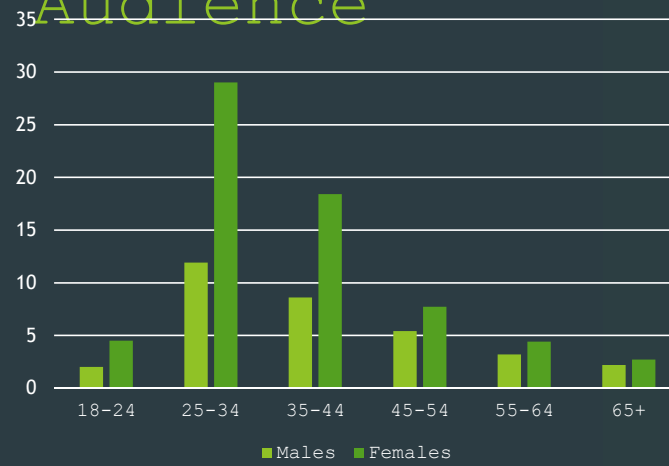


Photo: Wildlife Safari Park

## Current Audience



Males Females

# Audience - Top U.S. Cities

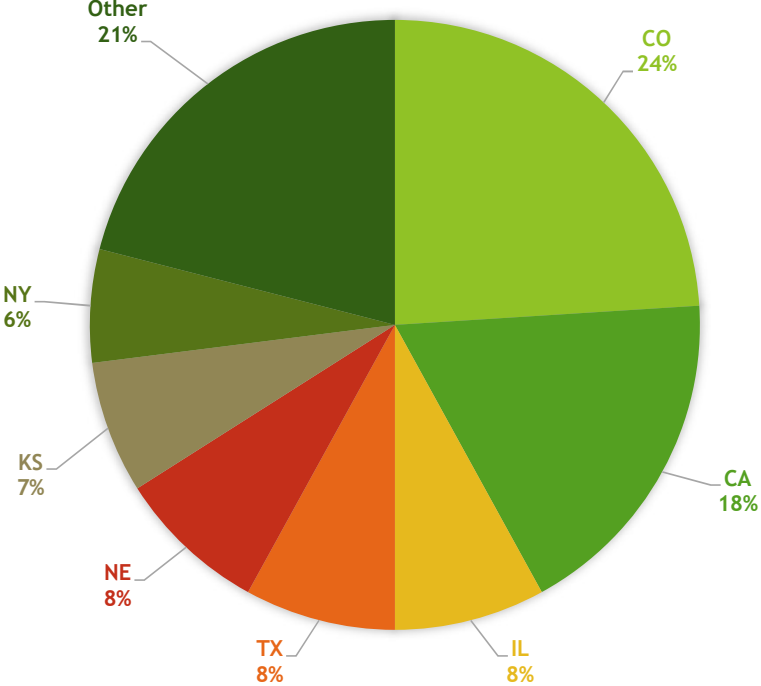


Photo: Wildlife Safari Park



# Moving Towards Facebook Domination: Us Against?

Page	Total Page Likes	From Last Week	Posts this week	Engagement this week
1  Felid TAG	13.5K 	▲100%	1	43 
2  International Hoofstock ...	5.8K 	▲100%	0	1
3  Association of Zoos and ...	4.1K 	▲100%	0	0
<b>YOU</b> 4  AZA Ungulates	3.9K 	▲100%	3	309 

01/07/2022 6:43 AM	 The African Journey savannah at the Fort Wayne Children's Zoo got four	 	22.3K 	964 732 
03/28/2022 10:22 AM	 Huge news! #weungulovehooves	 	3.3K  *reached	154 316  <b>Post/Clicks Shares</b>
11/25/2021 9:00 AM	 Happy Thanksgiving to those who celebrate! I know we are thankful for	 	2.9K 	33 63 



## Our Plan Needs Your Input

### Facebook: Our entry into Learning

- ▶ Continue to build engagement and view page as a resource and opportunity
- ▶ Build themed months that associate with key "animal" and "conservation" days
- ▶ Social media becomes a companion to Ungulate Website
  - ▶ Create "public"-friendly fact sheets
- ▶ We want to highlight our members!

### Instagram: A visual journey to inspire empathy

- ▶ Created spring 2022 to be a companion to Facebook.

### Questions for you:

- ▶ What is next for the TAG? We want to be the voice and share out important and relevant information!
- ▶ What do you want us to focus on next?
- ▶ What are the priorities of the SSP/TAG/SAFE programs that need education support?



Okapi

Photo: Houston Zoo



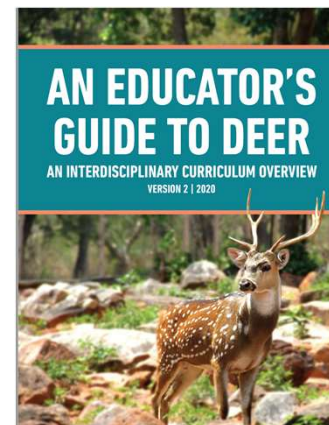
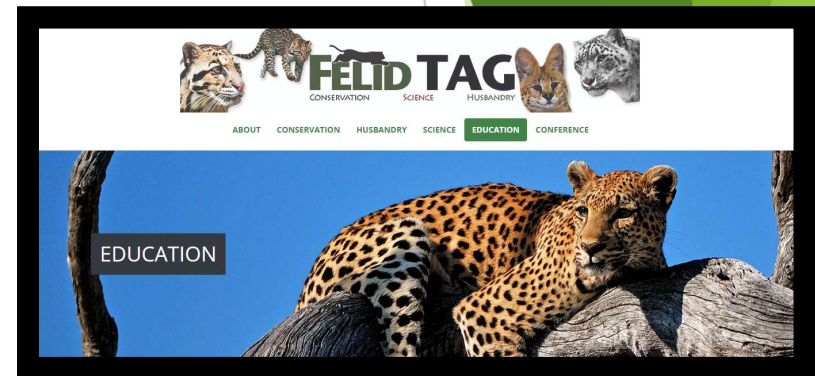
Père David's Deer



Photo: White Oak Conservation

## Education Resources: What we have and where we are going!

Create a dedicated  
Education Tab within  
AZA Ungulates  
website. We will  
start creating  
readily available  
resources and  
content for use.



Did you know we  
have an amazing  
educators guide  
for the Deer TAG?  
Check it out!



**For us to succeed, we need YOU, all of YOU!**

- If you or your facility is doing something cool or noteworthy, we want it!
  - This could be:
    - New births
    - Training highlights
    - New staff working with ungulates

Thoughts?

- Do we have any loopholes or gaps?
- Do you like our direction?

## Black Rhinoceros



Photo: Great Plains Zoo & Delbridge Museum of Natural History

## Red River Hog



Photo: Cincinnati Zoo & Botanical Garden

Let's get to know the herd



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