

# LAKE SUPERIOR ZOO – SOCIAL MEDIA EXAMPLES

## Facebook

Recently, our veterinarian volunteered to write a monthly blog post about different topics from the vet team. Her first post explained Taj's journey to Duluth which created an empathetic connection for the audience to understand what it takes for an animal like a tiger to move to a new home. This post performed quite well with no boost, especially for one with a link sending the user off of Facebook.

Getting in on social trends like #NationalSaveTheEaglesDay helps amplify our message and this story was able to show our audience the work our staff does outside of the Zoo and how everyday people, like this BN Railroader, can save wildlife.

**Lake Superior Zoo**  
Published by Haley Hedstrom [?] · January 27 at 1:18 PM · 🌐

Wondering how Taj, the newest feline addition to the Zoo family, got from Indiana to Minnesota?  
Dr. Louise Beyea, Zoo veterinarian, explains all about Taj's journey to her new home in Duluth!  
Check it out on our blog: <https://lszooduluth.org/2020/01/27/a-new-tiger-a-new-blog/>



LSZOODULUTH.ORG  
**A New Tiger - A New Blog | Lake Superior Zoo**  
Hello zoo friends! I'm Dr. Louise Beyea, the contract veterinarian at the La...

3,329 People Reached      231 Engagements      [Boost Post](#)

👍❤️ You and 77 others      8 Shares

**Lake Superior Zoo**  
Published by IG Lake Superior Zoo [?] · January 10 at 3:57 PM · 🌐

It's #NationalSaveTheEaglesDay 🦅 This was a proud moment for our organization - two staff members (Jackie & Heidi) were able to save a juvenile bald eagle that was injured and found on railroad tracks. We are so happy that this bird was rehabilitated at the @theraptorcenter and released!



2,464 People Reached      124 Engagements      [Boost Post](#)

👍❤️ You and 51 others      1 Comment 4 Shares

# LAKE SUPERIOR ZOO – SOCIAL MEDIA EXAMPLES

## Facebook

Animals – they’re just like us! This post was extremely successful and we even received media attention beyond what we expected. It led to further explanations in the comments of what enrichment is and how we put animals first.

**Lake Superior Zoo**  
Published by Haley Hedstrom [?] · January 2 · 🌐

Our animals would love to play with your recycled tree!  
You can bring us your unflocked/unsprayed Christmas trees for animal enrichment 🌱  
Thank you for your help!

12,674 People Reached      951 Engagements      [Boost Post](#)

👍❤️👍 80      23 Comments 87 Shares

Sharing engaging posts about other accredited zoos that gain nationwide attention helps us reach larger audiences and this story in particular resonated with people and built upon empathy for animals.

**Lake Superior Zoo**  
Published by Haley Hedstrom [?] · December 7, 2019 · 🌐

Okay but how cute is this?! 🍷  
These two lovebirds are from the Cincinnati Zoo & Botanical Garden!

GOODMORNINGAMERICA.COM  
**Sloth couple at zoo taking their budding relationship slow**  
Two-toed sloths Moe and Lightning met for the first time at the Cincinnati...

4,203 People Reached      224 Engagements      [Boost Post](#)

👍❤️😄 76      3 Comments 10 Shares

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## Instagram

Instagram, being the visual platform it is, provides the opportunity to showcase empathy through imagery that creates connections. This post builds on our zoo's mission of providing close-up experiences that create connections.

Instagram is also informal and fun, which is a wonderful way to connect with audiences.

Again – animals, they're just like us and vice versa!

