

To: Board of Management

From: Manager, Strategic Communications

Subject: **2020 ADVERTISING EXPENDITURES**

Date: 2020-01-22

SUMMARY:

This report outlines the proposed plan and expenditures related to the 2020 advertising campaign as provided for in the Operating Budget. In 2019, the Strategic Communications efforts contributed to the many successes of the Zoo, including the 8% increase in year over year attendance. We will build on this success in 2020 with our paid advertising which will complement the public relations, events, corporate/group events, community outreach and digital strategy to ensure we are reaching our target audiences in the Greater Toronto Area and beyond.

RECOMMENDATIONS:

The Manager, Strategic Communications, recommends that:

- 1. The Toronto Zoo Board of Management approve expenditures for media purchases related to the 2020 advertising campaign, not to exceed \$956.0 thousand, plus HST.**
- 2. The Toronto Zoo Board of Management approve expenditures for strategic planning, creative development and any outsourced production costs related to advertising programs as required for the Toronto Zoo brand, and/or supplemental paid advertising opportunities, not to exceed \$200.0 thousand, plus HST.**

FINANCIAL IMPACT:

There are no financial implications related to approval of these recommendations as the related advertising expenditures are included in the Operating Budget for 2020.

DECISION HISTORY:

Each year, the Toronto Zoo develops a summer advertising campaign with our agency of record and implements a paid strategy through our partnership with Zenith Optimedia. In addition, we leverage many partnerships to increase our reach across the Greater Toronto Area (GTA) and beyond.

Toronto has one of the most expensive and competitive media and attractions market in Canada. While the vast majority of our advertising budget is concentrated on our peak summer months, in-house campaigns have been successfully created each year to ensure the Zoo remains top of mind twelve months of the year and a public relations strategy is implemented to continuously to remind people of the many reasons to visit the Zoo.

In the past, a creative advertising agency has been utilized to present concepts, manage the production, talent, technical and creative delivery of our primary campaign elements. For the past few years, Grey has been our advertising agency and has delivered strong campaigns to support our peak season message.

Based on positive results through digital and social media channels, and with the increased use of these platforms as primary sources of advertising and promotion, the Zoo will be taking advantage of opportunities to engage the services of companies who specialize in content creation for these channels. These companies will provide customized “mini-campaigns” that will be more cost effective to reach broader and new audiences. This will enable us to supplement any peak season campaign with additional professional content supporting programs, initiatives and events that have more targeted messages and diverse audiences.

Approval by the Board is required for payments to Zenith Optimedia for media purchasing, obtaining the services of Grey Advertising, as well as other spending on advertising and promotional companies that deliver additional branded content.

COMMENTS:

The Toronto Zoo set out the following objectives to drive the Strategic Communications, including Marketing, Media, Communications, Events & Partnerships planning for 2020:

1. Meet or exceed 1.225 million guests with a positive net revenue;
2. Highlight the Zoo as a ‘must-see’, fun, interactive and engaging experience that appeals to broader audiences beyond families with young children in the GTA including Durham and York regions;
3. Support new revenue opportunities through the development and implementation of new programs and events like Wild Encounters, Brew at the Zoo, Halloween (including the Boomobile) and new holiday experiences in November/December
4. Continue to build a strong year-round public relations and events calendar that keeps the Zoo top of mind throughout the year and highlights the Toronto Zoo as a leader in wildlife conservation including conservation breeding programs (baby animals), new exhibits and events supporting conservation efforts and messaging (i.e. giraffe pregnancy, walrus’ arrival, new orangutan outdoor habitat, and Kangaroo Walk Thru).

Highlights of the 2019 Strategic Communications Strategy:

The Zoo launched a campaign in 2019 that supported the New Wild Encounters – Behind the Scenes opportunities. The campaign promoted this new offering, while also encouraging audiences to come and learn from our “experts”, and thus becoming experts in wildlife and conservation.

The 2019 summer campaign featured the following:

- :30sec TV commercial

- :15sec TV commercial

- In-program advertising on TV (various)

- Outdoor Advertising (65 billboards)

- Sponsored Contents (social posts, articles, and companion banners)

- Social In-feed posts (8 sponsored posts)

Brandsell TV aired in the Toronto and outlying areas with :15s and :30s spots. These started July 1 and ran on CTV and CP24 stations through the end of the summer. They played mainly during prime television hours (6-10pm) around popular adult and family shows (CTV News, Love Island, Modern Family and etc.) as campaign target demo is A25-54. We also had a collection of other in-program TV ad units which included closed captioning sponsorships, and snipes.

In addition, there were outdoor billboards throughout the Toronto (63 billboards) and Oshawa (2 billboards).

For the digital marketing component, we worked with Toronto focused digital direct sites (Narcity, BlogTO and Curiosity) to publish sponsored contents – generated over 2 million impressions. The social media paid campaign acquired 3.4 million impressions with 36,289 post engagements with the ads performing best against women 35-44 and most of the reach was against users on Facebook and using a mobile App.

In addition to the paid media plan above, there was an additional \$1.3 million worth of in-kind advertising secured through a partnership developed with the Toronto Transit Commission (TTC) a fellow City agency. This advertising included transit shelter ads, bus poster ads, subway poster ads, two station entrance wraps (Don Mills and Kennedy Stations) and digital ads. This advertising ran in market from May to September.

A new radio strategy was implemented in 2019 using radio partnerships to support primarily long weekend activities, changing the content of the radio campaigns to align with the messaging specific to each weekend and activities. Cost effective radio partnerships were negotiated and secured with the following stations:

- 1) 98.1 CHFI Darren and Mo (Toronto's #1 morning show).
 - May to October:
 - i. 3 part video/online and paid social promos (July, August & Labour Day long weekends)
 - ii. Organic social posts
 - iii. 3 Branded Content Conversations (three long weekends)
 - iv. 20 x 10 second on-air tags long weekends (May, July & August)
 - v. 4 online & on-air contests coordinated with 98.1 CHFI (May, July, August and October)

- 2) 105.9 The Region (York)
 - May to October: Rob on the Road
 - i. 5 on-air live radio interviews during morning and/or afternoon drive leading up to long weekends (May, July, August, Labour Day & Thanksgiving).
 - ii. Social media and digital website support/promos leading up to long weekends (May, July, August, Labour Day & Thanksgiving).
 - iii. 5 'York 24/7' videos filmed and produced leading up to each long weekend (May, July, August, Labour Day & Thanksgiving).

- 3) Durham News Radio (KX96 New Country FM, 94.9 the Rock, CKDO)
 - May to October
 - i. On-air, promo support through on-air and website giveaways, social media posts and digital website presence leading up to each long weekend (May, July, August, Labour Day & Thanksgiving).

According to the 2019 Toronto Zoo On-Site Guest Survey, those guests who answered "yes" to advertising influencing a Zoo visit were influenced most by "outdoor billboard advertising" at 35.1% followed by "online" and "television" tied with 21.6%, "social media" next at 10.8%, and "newspaper" at 5.4%. A comparison to 2017 and 2018 numbers is found below:

Type of advertising	First Mention 2019 %	First Mention 2018 %	First Mention 2017 %
Television	21.6	32.9	32.7
Outdoor billboards	35.1	15.8	10.5
Online	21.6	13.2	11.8
Magazine	0	7.9	2.0
Social media	10.8	7.9	11.8
Newspaper	5.4	1.3	15.0
Radio	5.4	3.4	5.4

2019 Special Temporary Exhibit and Year-Round Promotions Strategy

In addition to the summer campaign, Strategic Communications also promoted the special exhibit called Washed Ashore - Art to Save the Sea. This exhibit was the focus of our communications strategy leading into the May long weekend and entering into our peak season for 2019. Beginning with a media and VIP event to launch this new exhibit which included the Honourable Elizabeth Dowdeswell, Lieutenant Governor of Ontario and representatives from various levels of government, Board members, media and a school group to help share the impactful conservation message associated with this exhibit. The exhibit ran from May to November and it provided opportunities for our guests to see firsthand the impact of plastics that have washed ashore from our oceans and waterways. This exhibit was supported by 10,000 Changes, an initiative created by the Government of Canada, Canadian Geographic and the Recycling Council of Ontario to bring awareness to the negative impacts of plastic pollution.

Another key focus of communications and marketing opportunities within Strategic Communications remains our animals and any activity surrounding them, including births, naming, birthdays, etc. A few highlights that resulted in strong social media and traditional media interest were:

- Greater one-horned rhino “Kiran’s” first birthday
- Pygmy hippo Superbowl prediction
- Grevy’s zebra birth
- Red River hoglets birth
- Penguin chick hatching
- Giraffe pregnancy announcement
- Kangaroo birth
- Vancouver Island Marmot Breeding Success
- Gopher Frogs from TZ Released into the Wild in Memphis
- TZ Loggerhead Shrikes released into the Wild in Ontario
- Blanding’s turtle release
- Naming of Zoo babies

Kangaroo Walk Thru – Reopens: The opening of the Kangaroo Walk-Thru exhibit provided another opportunity for a mini-campaign developed and executed in-house that highlighted the re-opening, and provided another point of interest half-way through the peak season to encourage visitation.

Retail Pages: Front page advertisements in a monthly publication called Retail Pages which is distributed free in Durham region. The Zoo has a different ad for each month of the year and will continue to utilize this to promote Zoo events. As an example, the current ad promotes Terra Lumina.

School Rack Card Distribution: A pilot program was undertaken to distribute promotional rack cards with a \$5 off Child admission coupon to Durham Elementary Schools and select TDSB schools. In total 2,085 admissions resulted from this promotion. Each

admission would have at least one additional adult accompanying admission, plus parking, which would result in a minimum of 4,170 admissions. 140,000 coupons were distributed, with a 1.5% return rate on the coupons.

45th Anniversary: To celebrate this milestone, the Zoo extended a 45% discount to those visiting the Zoo on the actual Anniversary, Thursday August 15th. This campaign was communicated primarily through online and social media channels with some paid digital amplification through social media. This resulted in the highest attendance day of 2019 with 19,000+ guests onsite.

Raptors: The Zoo joined the “Raptors fever” in 2019, supporting the team with admission discounting extended to Zoo guests who wore Raptors “fan gear” (10% off admission – 780 admissions), and online and social media campaigns, most notably naming of Toronto Zoo turtles that were released into the wild being named after key Raptors team members. This was one of the top performing social media posts of 2019.

Dawn to Dusk: A new program of extended hours on Thursdays was introduced for July and August. Strategic Communications supported this new initiative with a full creative campaign to communicate the program pulled together within two weeks of the program beginning, and included amplified social posts, along with standard promotional elements of website, social media, etc. Over 1,300 admissions resulted from these late night Zoo experiences, which does not account for other Zoo guests who were visiting the Zoo and were able to extend their visits on those nights.

Toronto Zoo Website:

The Toronto Zoo's website continues to be the top planning tool used to plan a Zoo visit, with over 1.6 million users in 2019, a 17% increase from 2018. Since the website is an integral tool for Toronto Zoo guests, it was decided to launch a new website design in August 2019, with significant enhancements to our previous site. Some of the key improvements include:

- **Responsive Design** – Over 65% of torontozoo.com users are on mobile devices. Because of this, responsive design was imperative to ensure we provide the same web experience no matter how the website is being viewed, providing easily accessible information.
- **3-Click-Rule** – Ensuring that guests can find what they are looking for in just 3 clicks. The new reorganized navigation system with new drop down menus makes it much easier for guests to find what they are looking for.
- **Clean Design – Bold Imagery** – We know that our guests want to see and learn about our animals. The new design features large bold animal images at the top of each page and has clean, concise text with a lot of whitespace.

With these improvements, we saw a spike in our page views and sessions from 2018 to 2019 and we attribute this partially to the new clean design, coupled with streamlined content to make the website information easier for our guests and audience. In 2019, we

had a total of 8,755,235 page views (an 18.5% increase from 2018) and 2,603,662 sessions (a 20% increase from 2018).

Toronto Zoo Social Media:

In 2019, our Facebook page exceeded 81.2 million total impressions and saw our fan base reach 212,925 people, a 16% increase over 2018. The Zoo continues to build its online presence with the addition of 25,000 new Instagram followers (yielding over 11.3 million impressions), a 42% fan base increase over 2018 numbers, in addition to 2,000 new Twitter followers (yielding a total of 16 million impressions). Overall, the Zoo's social media accounts total 370,975 fans/followers, and collectively had a total of over 111,658,414 impressions in 2019.

Significant shifts have been made in how we share content, and there has been strong collaborative efforts with our Strategic Communications team members and many other Zoo staff that has led to greatly enhanced content sharing and frequency of posts. Recognition of this improved social strategy was acknowledged by many stakeholders through the year, and resulted in accolades from the social media world as well by awarding us with status of "Instagram for Business" case study spotlight (reserved only for the highest performing Instagram business accounts). The best demonstration of success however remains the continued growth and engagement of our social media audience. We are confident this shift in content and increase in engagement contributed to the 8% increase in attendance in 2019.

The Zoo will continue to build our social media communities and engage them in 2020 with new and interesting content about the animals, plants and people who work at the Zoo. This continues to be a very cost effective way to engage large audiences, encouraging followers to amplify our messages, creating champions for conservation and our message, and it remains a critical tool for promoting positive 'word of mouth' experiences.

(Please refer to Attachment: 2019 Social Media Analytics)

Media Relations

Earned media continues to be a key source for keeping the Zoo top of mind year-round and 2019 resulted in more than \$3.2 million in media value reaching a circulation of more than 900 million. Here are some examples of how we achieved these numbers:

- 12 live remotes/broadcasts
- 1 Facetime Live of a procedure in the Wildlife Health Centre
- 10 media events onsite
- 28 radio interviews conducted

- 22 telephone interviews conducted
- Issued 29 news releases
- Issued 30 Weekly Media Send outs
- 12 Scarborough Mirror columns
- 194 media requests/filming opportunities
- 35 photo and video asset requests
- 2 external podcasts recorded

Community Newsletters – A new initiative that began in 2018 submitting Zoo stories and content in local community-based newspapers and newsletters as well as tourism industry communications channels. A priority for the Zoo in 2019 was enhancing community connection and communication through regular submissions to amplify the Zoo’s message and expand collaborations with the following:

- We’ve Been Expecting You (City of Toronto)
- Tourism Toronto
- Scarborough Community Renewal Organization
- Highland Creek Villager
- West Rouge Life
- Scarborough Mirror (monthly columns by Zoo staff)

Some of the topics featured included:

- Strategic Planning Process - seeking the input of our community
- Much loved Kangaroo Walk-Thru has reopened!
- NEW at the Zoo - join us for NEW Dawn to Dusk Thursdays
- Terra Lumina: An Enchanted Night Walk Into A Bright Future (*announced official name of the experience and NOW OPEN!)
- New Outdoor Orangutan Habitat announcement
- Aqua-Links Program
- Cute Alert: We Have Babies! Grevy’s Zebra Foal, Red River Hoglets & African Penguin Chick
- Washed Ashore – Art To Save The Sea
- NEW Wild Encounters

While the Toronto Zoo relies heavily on the peak-season paid advertising campaign, we will continue to execute a parallel public relations and events strategy to ensure the Zoo remains ‘top of mind’ as a must-see cultural institution in Toronto for all ages.

Podcast

Toronto Zoo launched its first Podcast, “Wild For Life” in March 2019. There were 31 podcasts coordinated, recorded and shared throughout the year. Wild For Life even

received recognition early on by earning a “*New and Noteworthy*” accolade in iTunes Canada for Science and Medicine the very first day it launched on March 27, 2019! Other podcast stats:

- Total Downloads: 4,695 downloads
- Average Download Per Episode: 557 downloads per episode
- Highest Episode Download: 775 Downloads (Episode 1) followed by 764 downloads for episode 25 (Giraffes with Brent Huffman - Keeper)
- Apple Podcasts was the app most of the audience used (58%) to listen to WFL; Spotify was second (17%).

The Apple Podcast analytics shows an increase in episode retention since we launched the podcast. The Zoo launched the podcast in March with an average of 68-70% retention rate and our newest episodes have an average of 85% retention. Some episodes had over 100% retention in the month when they were released, which means that people went back to listen to certain parts of the episode again. Overall, the podcast is growing well in audience and in downloads.

2020 Advertising Plans

Advertising creative for 2020 will support the production of assets including TV, online/website, digital, out-of-home, radio and print. The Toronto Zoo will also continue to utilize social media channels as a cost-effective way to reach thousands of users.

In addition to our main summer campaign, the following advertisements are currently in-market or will be prior to the start of peak season in May:

Tourism:

- Tourism Toronto: Visitor Guide edition – annual guide
- NEW: Tourism Toronto SPOTLIGHT Promotion:
 - o Discounted admission to Toronto Attractions and Hotels through the month of February to support enhanced visitation. Toronto Zoo is offering 50% off admission Jan 31 – Feb 2 and Feb 7 – 9.
- Mini Cards which are distributed in many GTA hotels and tourism outposts and has proven to be a very successful tactic to reach the tourist market. (More than 6,000 admission redemptions in 2019).
- Attractions Ontario online and in magazine coupon (More than 19,000 admission redemptions in 2019)
- Attractions Ontario – Family Day eblast and contest promotion
- WHERE Toronto Magazine – negotiated an enhanced opportunity to extend our presence during peak season for 2020

Other Confirmed Marketing Activities for 2020:

- SingTao – print and online special promotion secured to run February supporting March Break activities
- ParentSource – Durham online parenting website partnership to promote Family Day and March break activities

CityPass:

- The Zoo continues to participate in CityPass which is a highly effective and efficient way to reach the tourist market year-round as CityPass provides extensive marketing for this program. This is a time sensitive discounted ticket booklet which features six Toronto attractions and is aimed at travellers visiting Toronto. It is sold at locations around Toronto and is also available for purchase on the CityPass website as well as at the Toronto Zoo.

Hotel Partnership and Consignment Program:

- The Delta Toronto East is currently the Official Hotel of the Toronto Zoo and works closely with us to promote Zoo packages year-round as well promoting a Zoo visit to their overnight guests. The Zoo continues to promote our online consignment ticket process to encourage more hotels in the GTA to encourage a Toronto Zoo visit to their guests.

In 2020, in addition to paid advertising campaigns, the following will be promoted to garner significant earned media through the following:

- Second Annual Polar Dip event
- Move Your Paws for the Polar Bear Cause in February
- Species Awareness Days
- Wildlife Conservancy official launch
- Strategic Plan launch
- March break activities and programming
- Baby giraffe
- New walrus exhibit
- Second year of the new Kangaroo Walk Thru
- Extended evening hours TBD
- Brew at the Zoo Event (July)
- Holiday Events (Easter, Canada Day, Halloween, Christmas)
- Long weekend support
- Conservation breeding program successes
- Capital upgrades (washrooms)
- Charging stations for electric vehicles
- WiFi/App
- Enhanced pavilion entrances
- Technology Master Plan
- Capital Master Plan Updates

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2019 Social Media Analytics

Overall Social Fanbase

The Zoo's "main four" social media channels, Facebook, Twitter, Instagram and YouTube now total 370,975 fans as of January 1, 2020. This is an overall increase of 66,476 people (a 22% increase) since 2019.

Year	Facebook	Twitter	Instagram	YouTube
2013	20,410	N/A	N/A	1,101
2014	52,990	N/A	2,412	19,506
2015	82,826	5,207	14,100	22,284
2016	133,382	12,700	26,700	28,120
2017	150,882	20,259	43,754	29,574
2018	183,694	28,192	60,413	32,200
2019	212,925	30,874	85,822	41,354

YEARLY INCREASE (%)	Facebook	Twitter	Instagram	YouTube
2012-2013	N/A	N/A	N/A	N/A
2013-2014	163%	N/A	N/A	1671%
2014-2015	56%	N/A	484%	14%
2015-2016	61%	144%	89%	26%
2016-2017	13%	60%	64%	5.17%
2017-2018	22%	39%	147%	9%
2018-2019	16%	10%	42%	28%

From the 370,975 fans on our social platforms, the Zoo's Facebook Twitter and Instagram collectively totaled 111,658,414 impressions.

TOTAL IMPRESSIONS	Facebook	Twitter	Instagram	
2018-2019	81,246,545	16,103,755	14,308,114	111,658,414



Facebook

Total fans: 212,925

Total impressions: 81,246,545

Total reach: 57,333,189

Total engagement: 2,245,774

Average impressions per post: 70,335

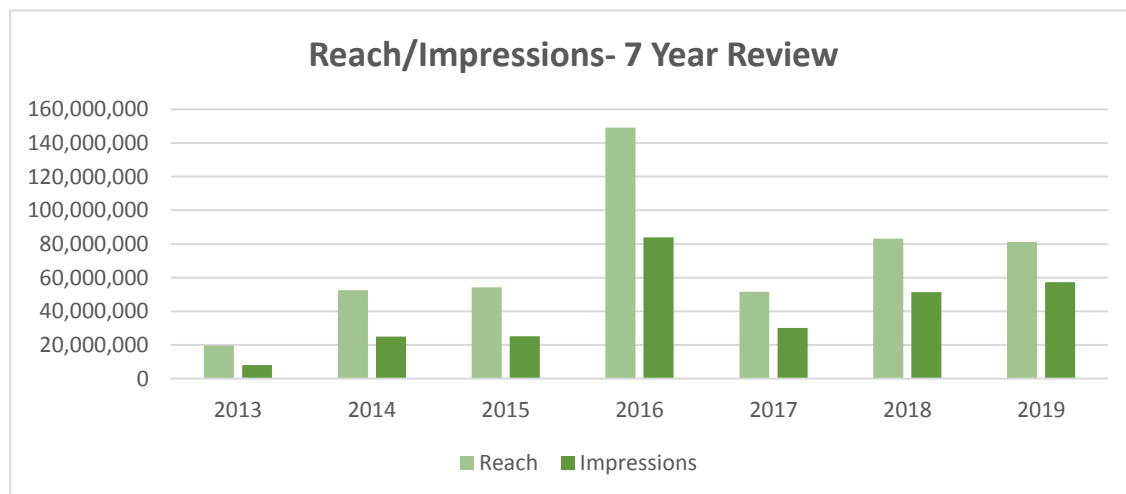
Average reach per post: 48,834

Average engagement per post: 3,394

Total Facebook posts in 2019: 542

Reach/Impressions

Year	Reach	Increase/ Decrease (%)	Impressions	Increase/ Decrease (%)
2013	8,109,942		19,629,356	
2014	24,901,220	207%	52,590,158	167%
2015	25,227,590	1.30%	54,209,571	3%
2016	84,000,910	232%	149,075,688	175%
2017	30,175,316	-64%	51,542,225	-65%
2018	51,486,367	70.62%	83,089,524	61.20%
2019	57,333,189	11.00%	81,246,545	2%



Engagement

Year	Engagement	Increase/Decrease (%)
2013	615,252	
2014	1,845,182	199%
2015	2,064,523	11%
2016	4,797,125	132%
2017	2,034,160	-57%
2018	3,798,003	87%
2019	2,245,774	-41%

Some notes about engagement:

Engagement continues to decrease due to Facebook's ever-changing algorithm, which makes posting frequency and post content strategy very critical. Even one post that garners multiple "hide posts" or few likes and comments can cost us thousands of people who organically

see our content on their Facebook timeline. This will only continue to get more challenging as Facebook wants brands to use paid tactics to reach their desired audiences.

- In 2018, 1.6million of the total engagement for the year was due to one single Penelope [video](#) (which totals 42% of the total engagement of the year!). That teaches us a few things; 1) you never know when something will go viral! and 2) one video can inflate overall yearly stats. If this video was not posted, the engagement that year would be 2,191,978, which is more on par with our performance this year. We also saw a large inflation in 2016 when we had several "viral" giant panda videos.

Top 10 Engaging Facebook Posts of 2019


The Toronto Zoo
Published by Olivia Weaver [?] · August 9, 2019 ·
Like Page

Happy #FlashbackFriday 🎉 Tomorrow is Penelope's first birthday 🎂
Watch her celebrate with a melon cake 🍉 at 10:00am tomorrow morning
#BabyPygmyDiaries



11,235,926

People Reached

1,088,141

Engagements

Boost Post

👍❤️👎 437K

26K Comments 50K Shares


The Toronto Zoo
Published by Olivia Weaver [?] · February 15, 2019 ·
Like Page

Hip Hip Hooray, it's #NationalHippoDay! Here's a look at Penelope over the last six months 🎉❤️ #BabyPygmyDiaries



12,152,852

People Reached

1,232,753

Engagements

Boost Post

👍❤️👎 208K

30K Comments 57K Shares

Link	Post Content	Type of Post	Engagement	Impressions	Reach
Click here	Penelope Video- #FlashbackFriday	Video	801458	15215148	11235926
Click here	Penelope 6-Month Montage Video	Video	791990	17847371	12152852
Click here	Nassir and Sadiki Playing Video #FridayFeeling	Video	160872	3809215	2861826
Click here	Petal 33rd Birthday Video	Video	64438	1073493	826453
Click here	Penelope First Birthday Montage Video	Video	60159	1091056	843560
Click here	World Giraffe Day Calf Announcement	Photo	45268	646834	400043
Click here	Matilda the Penguin Swimming Video	Video	33525	866802	590902
Click here	#WolfWatch #Pupdate Video	Video	28464	555665	415096
Click here	Baby Zebra Naming Contest	Photo	28216	147237	245979
Click here	Ena Snow Leopard Blood Draw #TrainingTuesday	Video	20777	356731	298107
Click here	Red River Hog Birth Announcement (Dec 2019)	Video	19540	227918	223672
Click here	Hudson's 8th Birthday (#ThrowbackThursday Photos)	Photo	18754	166711	123977

Least Engaging Facebook Posts of 2019

The posts that garnered the least engagement this year were typically promotional in nature. Knowing this, we will alter the way we use Facebook as a promotional tool:

- Wild For Life Podcast Promos: Use photo/video of the podcast being recorded versus sharing the soundbite clips. These resonate better with our fanbase and have farther reach than the soundbite clips (we will continue to use these on Twitter and Instagram)
- Events at the Zoo should now only be posted as “events” versus timeline posts. They reach far more people and will not affect our algorithm ranking by posting on our timeline and having low performing posts.
- Volunteer Recruitment: the Marketing team should revisit how to best reach potential volunteer recruits as Facebook posts do not reach the desired number of people and hurt our overall page performance with such low post engagement.

Link	Post Content	Type of Post	Engagement	Impressions	Reach
Click here	Hour Status Update	Status	10	178	156
Click here	Wild For Life Podcast Promo-Soundbite Clip	Video	119	6928	4837
Click here	Waste Free Wednesday Event Promotion	Link	127	12857	9210

Click here	Wild For Life Podcast Promo-Soundbite Clip	Video	155	8983	6758
Click here	Boxing Day Promo Event	Link	206	11548	11024
Click here	Volunteer Recruitment Promo	Photo	214	24278	17982
Click here	Holiday Animal Enrichment Promo	Link	215	11613	11130
Click here	National Volunteer Week Promo	Video	223	18722	13729
Click here	Science Rendezvous Promo	Carousel	227	21204	15932
Click here	World Autism Awareness Day-Magnus Mode Card Promo	Photo	245	23272	16531



Twitter

Total followers: 30,874

Total impressions: 16,103,755

Total engagement: 862,659

Average impressions per post: 10,518

Average engagement per post: 563

Total Tweets in 2019: 1,532

Total Retweets: 30,500

Total Likes: 189,394

Impressions/Engagement

	2019
Impressions	Impressions
January	1,139,917
February	1,272,059
March	1,162,281
April	1,115,963
May	1,259,136
June	5,365,397
July	908,318
August	899,483
September	899,483
October	759,735
November	552,996
December	768,987
TOTAL	16,103,755
AVG per post	10,518

Engagement	2019 Engagement
January	60,243
February	69,471
March	83,064
April	54,871
May	70,672
June	307,013
July	42,052
August	36,260
September	36,260
October	36,277
November	28,364
December	38,112
TOTAL	862,659
AVG per post	563

Top 10 Engaging Tweets of 2019



The Toronto Zoo @TheTorontoZoo · Jun 21, 2019

To commemorate the Toronto @Raptors World Championship win, we've named 37/48 Blanding's turtles released into the wild today after the 2019 @Raptors team members, coaches, owners, superfans etc, etc... 🏀

🐢 #WeTheNorth 🏆 #WeTheChampions #ConservationWin

48 668 2K



The Toronto Zoo @TheTorontoZoo · Jun 21, 2019

This is Kawhi Leonard (the turtle). 🏀 🐢



Kawhi Leonard

68 1.1K 4.4K

TOP 10 BEST	Tweet	Impressi ons	Engagem ent
https://twitter.com/TheTorontoZoo/status/1142140680158011394	Raptors Twitter Thread (14 Tweets Total)	291,006	249,187
https://twitter.com/TheTorontoZoo/status/1142140680158011394	#BabyStripes has a name	356918	41943
https://twitter.com/TheTorontoZoo/status/1100466085722238976	Some more photos of our little #BabyStripes	91374	10885
https://twitter.com/TheTorontoZoo/status/1100349758223380480	Cute alert. Tori, our eight-year-old Grevys zebra, gave birth to a male foal in the early morning hours on Tuesday February 13th. #BabyStripes	110296	7336
https://twitter.com/TheTorontoZoo/status/1102963778604408832	Baby stripes, doo doo doo doo doo doo	40582	4943
https://twitter.com/TheTorontoZoo/status/1137012060116660224	Arthur, our 8-year-old wombat, is	16242	4419

	currently undergoing a routine tooth trimming and check-up in our Wildlife Health Centre		
https://twitter.com/TheTorontoZoo/status/1113488813379264513	The cutest type of "letterboard baby". Our little chick from Day 26-Day 29 #WaddleWatch	74433	4412
https://twitter.com/TheTorontoZoo/status/1120771485919064064	Hudson has spoken. #LeafsForever #Game7 https://t.co/ZE0PhaDUcD	48011	4284
https://twitter.com/TheTorontoZoo/status/1101128031370907649	These legs take some getting used to! #BabyStripes	55344	3724
https://twitter.com/TheTorontoZoo/status/1088454796162420738	In honour of #NationalPeanutButterDay, here is our prehensile-tailed porcupine Nicole enjoying her breakfast with a bit of peanut butter used to camouflage her daily dose of medicine	93304	3581

Top 10 Least Engaging Tweets of 2019

TOP 10 WORST	Tweet	Impressions	Engagement
https://twitter.com/TheTorontoZoo/status/1159856635352965120	Please be advised the Kids Zoo will be closed for an event as of 5:30 pm on Tuesday, August 13, 2019. The area will open as usual on Wednesday, August 14, 2019. We apologize for any inconvenience.	3119	10
https://twitter.com/TheTorontoZoo/status/1169654477940580358	Please note that Africa Restaurant is currently closed. If you are visiting the Zoo today, Peacock Cafe and Caribou Cafe are open	3779	11
https://twitter.com/TheTorontoZoo/status/1200053224071475200	@googlecanada We are #ScarboroughProud! #ScarbTO https://t.co/VbyZz8LGQ1	391	12
https://twitter.com/TheTorontoZoo/status/1149334188719575040	We're open until 9:00pm tonight à€Œ™ https://t.co/pOrPvYu8aJ	3915	12
https://twitter.com/TheTorontoZoo/status/1161309738908442625	@torontolibrary Do we have to pick just one? #TOPicks	736	20

	D) Gorillas, lemurs, kangaroos, sloths! https://t.co/qfjXQTzgDt		
https://twitter.com/TheTorontoZoo/status/1176596340886900737	@OntScienceCtr @cityoftoronto Happy Birthday You're 50 now, no more monkey business Just kidding, gorillas aren't monkeys, they're apes. (But you know that, you're scientists!). https://t.co/TQWIT0TUje	825	23
https://twitter.com/TheTorontoZoo/status/1149368432825180160	Did you know that the Zoo supports @PlanetMada, a conservation, education and community development organization that aims to create sustainable forest communities for people and wildlife in Madagascar? https://t.co/BmepI99swy	2340	29
https://twitter.com/TheTorontoZoo/status/1170048479219130370	We apologize as Africa Restaurant remains closed due to unforeseen maintenance. If you are visiting the Zoo this weekend, Peacock Cafe Caribou Café Simba Safari Lodge and Eurasia Pizza Pizza are all open	4285	31
https://twitter.com/TheTorontoZoo/status/1195339873915473921	Please note that the Caribou Cafe washroom will undergo renovations beginning today. We ask that guests please use the washroom at the front entrance and in Africa Pavilion during this time. We apologize for any inconvenience!	4351	31
https://twitter.com/TheTorontoZoo/status/1174034260451364864	The #ZooRunTO 5K and Cub Run is sold out! Last chance to sign up for the 10K with only 3% of spots remaining! See you runners on Saturday!	5238	33



Total impressions (posts): 8,515,568

Total impressions (stories): 5,792,546

Total engagement (posts): 676282

Average impressions per post: 51,610

Average engagement per post: 3,909

Average views per story: 8,045

Total Instagram Posts in 2019: 165

Total Instagram Stories in 2019: 720

Top 10 Engaging Posts in 2019



thetorontozoo Tomorrow is Penelope's first birthday 🎂 Watch her celebrate with a melon cake 🍉 at 10:00am tomorrow morning #FlashbackFriday #BabyPygmyDiaries

22w



anthrophotography @melli159



36,393 views

AUGUST 9, 2019



thetorontozoo Hip Hip Hooray, it's #NationalHippoDay! Here's a look at Penelope over the last six months 📺

Full video link in bio 📺

47w



anthrophotography @melli159



79,207 views

FEBRUARY 15, 2019

Link	Post Content	Engagement	Type of Post
Click here	National Hippo Day Montage	16,521	Video
Click here	Penelope's First Birthday	11,448	Video
Click here	Hudson's First Birthday	10,676	Photos
Click here	Obi Name Reveal	10,090	Video
Click here	Giraffe Pregnancy Announcement	9310	Photo
Click here	Pygmy Hippos Cuter w/ Age	9234	Video
Click here	Nassir and Sadiki Playing	8283	Video
Click here	Red Panda Suva	8065	Photo
Click here	Snow Leopard Staring Contest	7349	Photo
Click here	Penelope Video- Pygmy Hippo Weekend Promo	7263	Video

Top 10 Impressions in 2019



 **thetorontozoo** • Follow
The Toronto Zoo

 **thetorontozoo** This week our short-beaked echidna Annie underwent a routine check-up including radiographs and blood samples in our Wildlife Health Centre. 📌 These check-ups are a part of our commitment to health and welfare of all of animals, including those that are aged. Annie is 36 years old, and echidnas can live as long as 50 years. With a look similar to quills, echidna's cream coloured spines are one of their most distinguishing characteristics, which are actually modified hairs that provide insulation. Their short snout is only half of the length of their head, and if you're looking close enough, you can spot two bright eyes. Their mouth is very small and opens only enough for their

📌 6,187 likes



 **thetorontozoo** #BabyStripes has a name... Drumroll please... 📌

43w

 **morganrigelhof**
@randygrundmann

43w 1 like Reply

📌 67,040 views
MARCH 12, 2019

Link	Post Content	Impressions	Type of Post
Click here	National Hippo Day Montage	200,812	Video
Click here	Short Beaked Echidna WHC	172,758	Photo
Click here	Obi Name Reveal	143,682	Video
Click here	Pygmy Hippos Cuter w/ Age	118,157	Video
Click here	Penelope's First Birthday	110,425	Video
Click here	Hudson First Birthday	108,779	Photos
Click here	Nassir and Sadiki Playing	104,230	Video
Click here	Penguin Birthday Party	92,619	Video
Click here	National Pig Day- Hog Announcement	90,801	Video
Click here	Zebra Birth Announcement	88,007	Video

Web

The Toronto Zoo website saw an overall increase on pageviews, sessions and total users in 2019. This can be attributed to the new website design rolled out in August 2019, as well as the increase in traffic surrounding the Terra Lumina experience.

Pageviews	Total	% Change
2013	10,957,822	
2014	9,049,098	17% decrease
2015	8,445,384	7% decrease
2016	10,080,532	19% increase
2017	7,902,359	21% decrease
2018	7,383,562	6.56% decrease
2019	8,755,235	18.5 % increase

Sessions	Total	% Change
2013	2,564,034	
2014	2,250,224	12% decrease
2015	2,344,199	4% increase
2016	3,099,762	32% increase
2017	2,550,766	17% decrease
2018	2,168,398	15% decrease
2019	2,603,662	20% increase

Users	Total	% Change
2013	1,691,737	
2014	1,551,501	8% decrease
2015	1,511,139	3% decrease
2016	1,956,064	29% increase
2017	1,575,988	19% decrease
2018	1,386,467	12% decrease
2019	1,623,291	17% increase

Referral Traffic

The majority of traffic to torontozoo.com comes from organic google search (comprising of 60% or high for both users and sessions). An additional 20% is direct traffic that goes straight to torontozoo.com. This infers that about 80% of users have intent on visiting the website before they do.

The top 10 sources for website traffic are listed below.

Source/Medium	Users	Sessions
Google- Organic	1,048,737 (60%)	1,656,266 (64%)
Direct Traffic	389,928 (22%)	531,649 (20%)
Google Ad Words	41,465 (2.4%)	57,416 (2.2%)

Facebook Referral (Organic)	39,835 (2.3%)	50,935 (1.9%)
Accuweather- Summer 2019 Campaign	21,627 (1.2%)	32,331 (1.2%)
Wagjag	20,380 (1.1%)	26,009 (1%)
So.Com (Chinese Search Engine)	15,598 (.09%)	27,404 (1.05%)
Facebook Referral (Paid)	9,914 (.5%)	10,596 (.4%)
Twitter	8,897 (.5%)	13,206 (.5%)
Yahoo (Organic)	8,526 (.5%)	13,216 (.5%)

A more detailed breakdown of referral traffic from advertising efforts will be available in the 2019 Ad Campaign Referral Traffic Report.