



The New Reality –Speed and Success in Online Communications





Who I am

- University of Canberra: Media & Law Degree
- Taronga Zoo for 10 years
- IUCN World Parks Congress
- Perth Zoo Media & Communications Manager.





10 years ago...

There was no Facebook, Twitter, Instagram etc;

News deadlines gave you several hours or sometimes days to respond;

Any responses from the public were via a letter, phone call or Letter to the Editor;



Since then...

July 2006

Twitter was launched

Now has over 288M active user
accounts

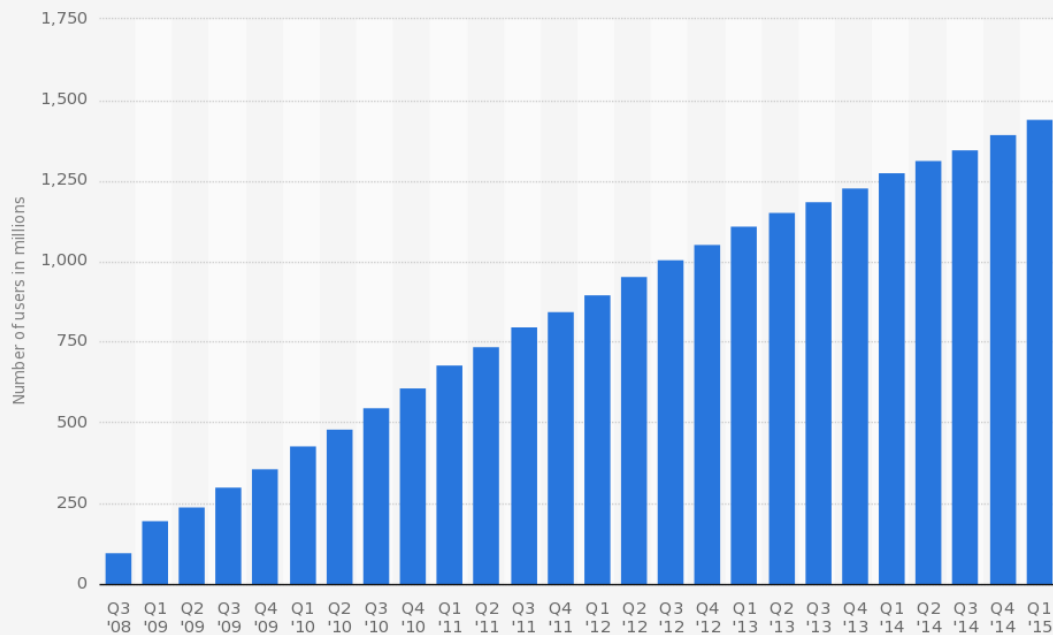
26 September 2006

Facebook was opened for public
use

Now has 1.415 Billion active users

Since then...

Number of monthly active Facebook users worldwide as of 1st quarter 2015 (in millions)



Source:
Facebook
© Statista 2015

Additional Information
Worldwide; Facebook; 3rd quarter 2008 to 1st quarter 2015

Your Audience

Is still there, but they've migrated to many new platforms

Online news
Blogs
Social media
etc.



You need to think about the way you tell your stories
& reach your diversified audience.



Today's communication is...

Faster and briefer than ever before;

It's emotionally driven;

The risk of confrontation via social media has expanded exponentially;

Be part of the conversation and build your own community;

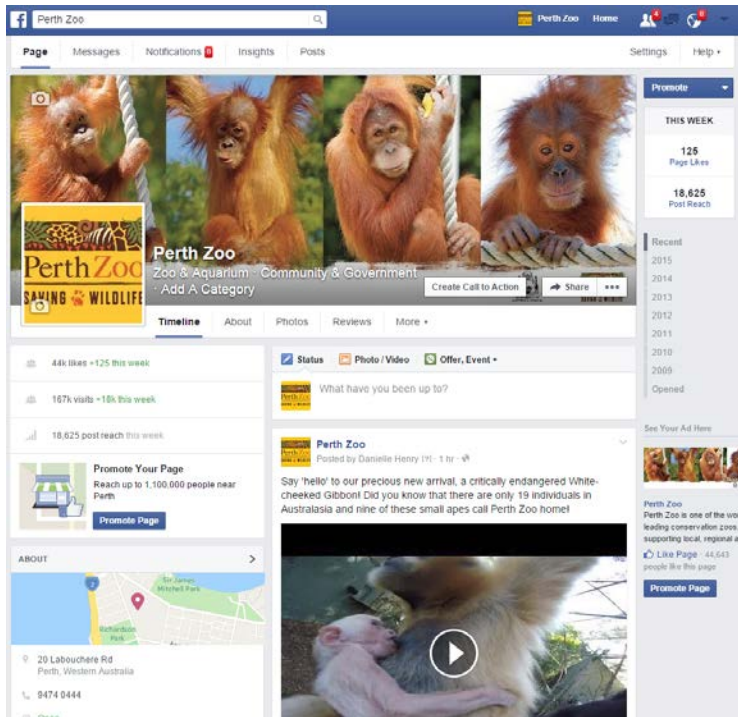
In the end news is still news and only the most interesting things will get attention.

Stepping into Social Media

- 2009 – birth of Australia’s first elephant baby;
- Challenges having news crews in first days of birth;
- All communications done via Twitter and Facebook and in-house produced media packages;
- This commenced Taronga Zoo’s step into social.
- Today their Facebook page has approx. 120K fans.



Perth Zoo



- Just 'doing' social media;
- No content calendar;
- no content strategy;
- Wanting to add more platforms but not nailing the ones they had;
- Irregular posting;
- BUT a work place that is content rich;
- And visitors who were wanting to engage.

Perth Zoo: Who are we talking to?

Predominantly female;
Reflection of our visitor demographics – Mums with bubs.

24% male 76% female

Age	Male	Female
13-17	1.7%	2.9%
18-24	5.7%	12.4%
25-34	7.2%	27.6%
35-44	5%	21.1%
45-54	2.4%	7.4%
55-64	1%	2.7%
65+	0.6%	1.5%



Let's Hit Refresh



Rather than trying to 'do everything', stripped things back & concentrated on Facebook;

By far our most popular channel & potential to grow fan base & online community.

Needed to concentrate on developing a content calendar;
Posting regularly;
Responding to fan enquiries in a timely manner;
Making them know we were listening and not just a broadcast channel.

How? Curating the Content

- One person team;
- Responsible for all communications activities not just social;
- Encouraged colleagues to provide imagery & information;
- Staff incentives to get involved;
- Make it everyone's responsibility;
- Employed a junior one day a week to assist;
- There is HEAPS of free content that you can repurpose. Find content that is relevant & of interest to your target audience.



How? Curating the Content

Perth Zoo shared Free the Bears Fund's photo.
Posted by Kieran Parkes [?] · March 24 · 🌐

A happy 20th anniversary to Free the Bears from all of us here at Perth Zoo!



© FREETHEBEARS / Peter Yuan

Free the Bears Fund

It's a special day for Free the Bears today, 20 years since we first registered as a charity in Australia!

Two decades on, Free the Bears cares for hundreds of...

See More

9,776 people reached **Boost Post**

Like · Comment · Share

👍 محمد عواد الكبيسي, Ursula Beaton, Marta Locsei and 330 others like this.

Perth Zoo shared Yahoo UK & Ireland's video.
Posted by Danielle Henry [?] · March 18 · 🌐

To get us all through the afternoon, this will definitely put a smile on your face!



27,094,639 Views

Yahoo UK & Ireland

You won't see anything cuter today: orphaned baby white rhino 'Little G' really believes he's a lamb. Watch more of him play with his best friend Lammie here: <http://yhoo.it/17Jlm39>

31,776 people reached **Boost Post**

Like · Comment · Share

👍 Felicia Eccles, محمد عواد الكبيسي, Marta Locsei and 851 others like this.

🗨 View previous comments

 **Julie Ophel** Rebecca Rose Marie
Like · Reply · March 19 at 8:44pm

 **Bec Phillips** Janelle !!!! So adorable! 😊
Like · Reply · 1 · March 19 at 9:48pm

Write a comment... 📷 😊

Get Your Audience Involved

Perth Zoo
Published by Hootsuite [?] · May 30 at 8:45am ·

To celebrate WA Day, this weekend we're giving you the opportunity to WIN a family Zoo pass! Just tell us what your top five favourite Perth Zoo animals are to go into the draw to win. We want your feedback to help us design our popular Perth Zoo calendar. Winner randomly selected Monday night!

Vote and Win

15,176 people reached

Boost Post

- Reached over 15,000 people
- Page engagement that week was up 36%
- Provided valuable insights into what visitors come to the Zoo to see;
- Will help us create a product tailored to the interests of our audience.

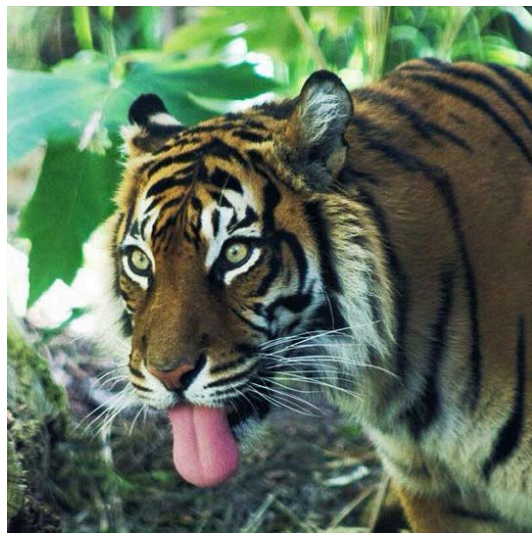
Involving Your Audience

Today is our first official 'Fan Friday' and to kick it off, we are sharing this amazing shot of our Sumatran Tiger shared to the #PerthZoo hash tag by @crocodilehunta on Instagram! We hope you are as excited as us for 'Fan Fridays' and stay tuned for more exciting shout-outs in the weeks to come.



Turn your fans into
content curators!

Involve your fans



TO



lapinlune

Thanks for featuring my photo!

37s



seamusevans

6w



53 likes

seamusevans I don't care how #thelionking portrays #hyenas these cat like mongoose... Things... are very cool! @totallywildtv #totallywild #perthzoo #definitelynotadog

Ask them questions;

Share their photos;

Caption this competitions;

Giveaways.

Involve your fans

The screenshot shows a Twitter poll interface for 'World Ranger Day'. The poll text is: "I'm celebrating #WorldRangerDay to show my support for all those on the frontline of conservation! <http://thndr.it/1ohx57y>". Below the text, it says "Join IUCN in sharing this message together at the same time - automatically." and a large red "Complete!" button. To the right of the poll, statistics are shown: "SUPPORTERS 625 of 250" (250% of goal supported), "SOCIAL REACH 630,324 People", and "TIME LEFT Complete" (Ends Jul 31, 3:30 PM CEST). Below the poll, there is a section titled "THE STORY" with a sub-header "UPDATES 4". It features a photo of a ranger in a green uniform and beret, holding a radio. The caption reads: "World Ranger Day #WRD #WorldParksCongress". Below the photo, a paragraph states: "More than 1,000 rangers have been killed worldwide over the past 10 years, with many more injured in the line of duty. World Ranger Day, observed on 31 July, was set up by The International Ranger Federation in 2007 to commemorate these conservation heroes and celebrate the work they do to safeguard our planet's wildlife and cultural treasures." To the right of the photo, there is an "ORGANIZER" section for "IUCN @iucn" with a description of the organization and a link to "The International Ranger Federation (IRF)".

World Ranger Day

"I'm celebrating #WorldRangerDay to show my support for all those on the frontline of conservation! <http://thndr.it/1ohx57y>"

Join IUCN in sharing this message together at the same time - automatically.

Complete!

SUPPORTERS
625 of 250
250% of goal supported

SOCIAL REACH
630,324
People

TIME LEFT
Complete
Ends Jul 31, 3:30 PM CEST

THE STORY **UPDATES 4**

World Ranger Day #WRD #WorldParksCongress

More than 1,000 rangers have been killed worldwide over the past 10 years, with many more injured in the line of duty. World Ranger Day, observed on 31 July, was set up by The International Ranger Federation in 2007 to commemorate these conservation heroes and celebrate the work they do to safeguard our planet's wildlife and cultural treasures.

ORGANIZER
IUCN @iucn
The International Union for Conservation of Nature (IUCN) is the world's oldest and largest global environmental organization. With more than 1,200 Members formed of both government and non-government organizations, IUCN is a leading authority on the environment and sustainable development.
The International Ranger Federation (IRF) is a non-profit organization, and along with their charity arm - The Thin Green Line Foundation - they were established to empower rangers and directly support their work through national or state ranger organizations.

- Tweetpoll to help shape program & involve potential delegates before Congress;
- Exceeded registration projections prior to early bird;
- Representation from 144 countries;
- Received over 2000 programme submissions;
- 200 volunteer applications;
- 1200 subsidiary Congress events;
- Twitter competitions & giveaways during Congress to drive attendance to different presentations.



Tell your fans what to do!

Asking them to 'pls RT' or 'share'

WORKS!



Perth Zoo

Published by Danielle Henry [?] · June 4 at 4:20pm · 🌐

Our dingo 'Daku' decided to show us who the top dog was today! How gorgeous is this photo snapped by keeper Kristy whilst they were out on their daily walk?! Share it and spread the smiles 😊



15,720 people reached

Boost Post

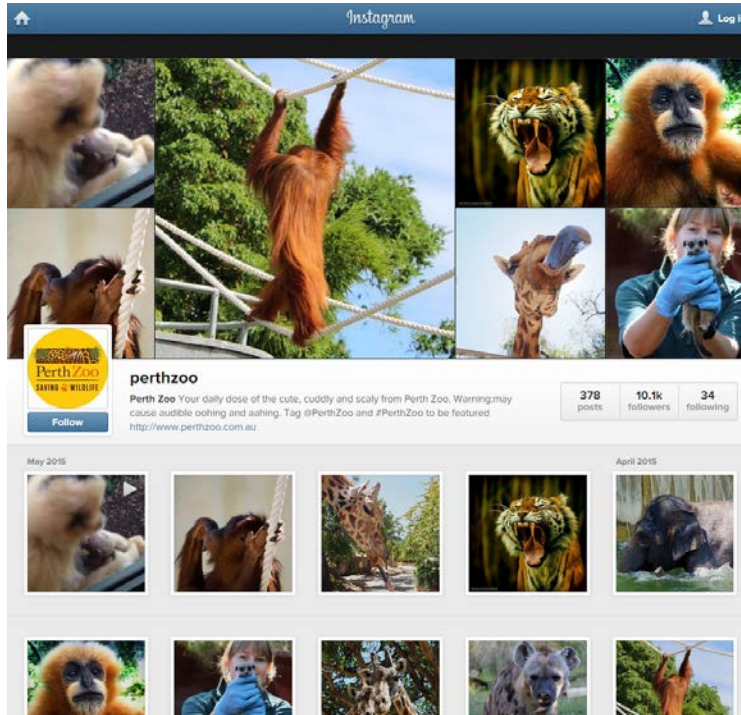
Like · Comment · Share

👍 Elisabeth Kunz, Lisa Treatch, Anthony Blake and 548 others like this.

Most Recent ▾

🔄 81 shares

Launch of Instagram: The Importance of Influencers



Launched in September 2014;

Initially utilising archive photos with humorous captions to build audience;

Development of hashtag register to increase impact of postings;

Twice daily postings;

Regular commenting and interaction.

Perth Zoo Instameet



Attendees included:

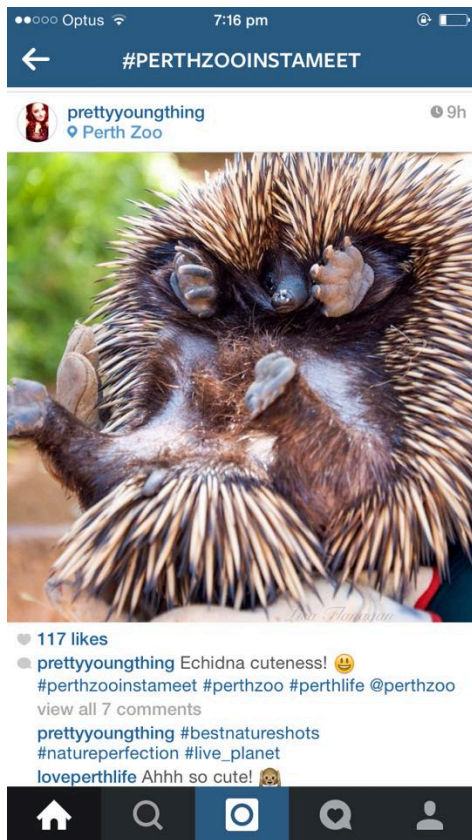
@greataboutperth; @Perth_life; @prettyyoungthing;
@wherethestyledthingsare; @perthmummas @filmgarden @Perthkidz
@buggybuddys_kids_in_perth @chris,whitely

Hosted in conjunction with
@Perth_Life after developing
relationship by tagging them on
Zoo posts;

Invite only by targeting Perth
social media influences, mummy
bloggers etc.

Public competition offering two
lucky people the chance to join in
the exclusive event if they shared
the official Instameet tile
followed @perthzoo and
@perth_life and tagged
#PerthZooInstaMeet, @perthzoo
and @perth_life.

Perth Zoo's Instameet



17 Attendees

Reached more than **350,000** people via their online followers.

Before: **2973** followers

Minimal budgetary outlay

After: **5170** followers

63 photos posted from the day to instagram alone (then shared onto other platforms);

The official competition tile was shared to **233** different instagram accounts. Each share being seen by that accounts following (several thousand).

Influences

Post Details Reported stats may be delayed from what appears on posts

Video **Post**

Hit92.9
2 April at 06:50 · 🌐

Like Page

Check out our Close Encounters at [Perth Zoo](#)
What a wicked experience and you can do it too!
Visit www.perthzoo.wa.gov.au for all the details! - Heidi, Will & Woody



01:46

36,320 people reached Boost Unavailable

Like · Comment · Share · 60 8 23

36,320 People Reached		
8,482 Video Views		
115 Likes, Comments & Shares		
76 Likes	60 On Post	16 On Shares
16 Comments	11 On Post	5 On Shares
23 Shares	23 On Post	0 On Shares
2,710 Post Clicks		
1,074 Clicks to Play	51 Link clicks	1,585 Other Clicks
NEGATIVE FEEDBACK		
1 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Heidi, Will & Woody from 92.9FM got up-close and personal with the Zoo animals and were able to spread the word to over 36,000 people with one Facebook post alone!

They each individually instagrammed, tweeted and Facebooked their way around the Zoo

Influences



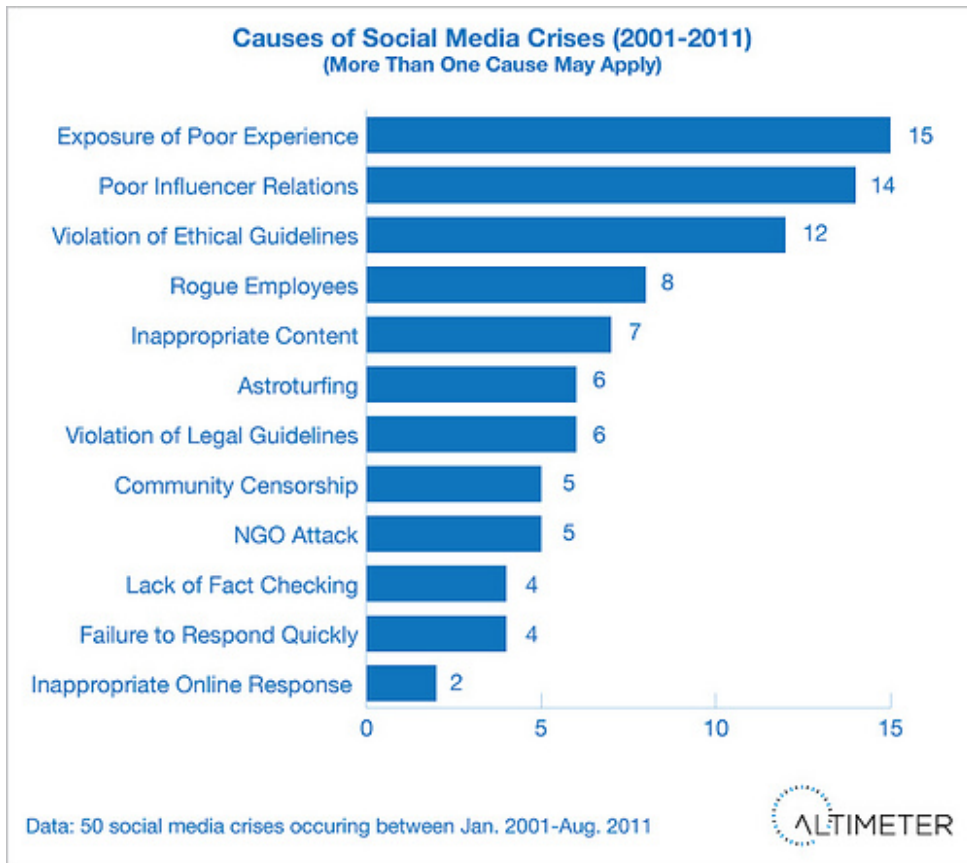
Regularly send images through to TA for their use;
IC West in posts. 6 day competition;
Raised profile & awareness;
Increased followers by roughly 500 across that period.



Managing Issues

It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently. Warren Buffett

Managing Issues





The Importance of Responding



Chris Campbell-Horvath

May 29th, 12:31pm

Annoyed we were not able to use a voucher costing over \$60 because it expired just 2 days ago -slugged us another \$67 and \$11 parking - this Family is going to think twice before we visit again! Would have had a much better experience had some goodwill be shown instead of making it such an expensive day. Was thinking of adopting an animal or getting a membership but not anymore!

Do not use
form
responses;

Sound human;



Perth Zoo

Sent by Danielle Henry [?]

May 29th, 12:54pm

Hi Chris,

Apologies once again. We completely understand that this experience would have spoiled your zoo outing. Unfortunately our gate staff were enacting a policy (gotta love that word) whereby expired tickets cannot be used without prior written approval. As you can imagine we get a LOT of people who forget to use tickets before the expiry date. However we can certainly understand your reasoning. Although it is obviously too late to fix the problem on the actual day of your visit we'd like to send out a family pass for you to enjoy at another time. If you could send on your address details we'll get this in the post swiftly for you. We hope you have a good long weekend.

Get back to
complaints
swiftly.

Respond



Perth Zoo

Jun 2nd, 9:18am

Hi Chris! Hope you had a great weekend. Just to inform you, the family pass will be sent out in today's post 😊



Chris Campbell-Horvath

Jun 2nd, 9:53am

Thank you - I appreciate all your efforts. I will let you know when I have received it. Chris

Reassure your audience

Give them the facts



Mar 30th, 4:53pm

Thank you for your message and reassurance, I hope you don't think I was being critical I am amazed by all the things you do for the animals in your care and I had no doubt about that.

I suppose I was just wondering if primates generally look sad because of there facial expression rather than their demeanour. I'm sure this guy was not bothered at all and to my human eye and expressions I am exposed to this looked a bit forlorn.

Anyway thanks again for the information you provided it was very nice to receive and the compliment about the image. If I find any more from my visit I will be sure to share them with you.

Kind Regards

Terry



Animal welfare concerns;

Quick response can turn opinion around;

Give them the facts or someone else will.



Fire at Taronga, 29 April 2014, 2am





Managing Issues

Incident

- PR & Comms Manager advised of incident

Notifications

- Check CEO/Exec Office aware and confirm initial comms actions
- Advise Minister's office and other agencies (as necessary)

Discover

- Verify facts/establish background
- Draft targeted communications (Twitter/statement/Web/FB/other)

Clear

- Clear through CEO or appointed response leader
- Advise Minister's office/other relevant stakeholders as appropriate

Coord

- Coord ongoing external media and internal stakeholders comms
- Liaise with other zoos / stakeholders for consistent comms, as necessary.

Managing Issues

Early tweets are critical



Taronga Zoo
@tarongazoo

There's been a fire in a service building at Taronga overnight. Fire is out with fire brigade in attendance. No people or animals were hurt

Reply Delete Favorite More

RETWEETS
5

FAVORITES
3



2:56 AM - 29 Apr 2014

Reply to @tarongazoo



Flying Boomerang @flyingboomerang · Apr 29
@tarongazoo @BlueBuzzBird So sad about the fire, but I am so glad no people or animal got hurt.



Taronga Zoo
@tarongazoo

An investigation into the possible cause of the fire has commenced. No suspicious circumstances have been identified at this time

Reply Delete Favorite More

RETWEETS
4

FAVORITES
3



3:00 AM - 29 Apr 2014

Related headlines



Morning Express: Taronga Zoo building destroyed by fire
smh.com.au @smh

Managing Issues

taronga.org.au/media/media-release/tue-2014-04-29-0620/statement-regarding-fire-zoo-building

Home

Statement regarding fire in Zoo building

Statement regarding fire in Zoo building | Media Releases | Public Notice | Copyright | Filming at

Share 0

Tuesday, April 29, 2014 - 06:20

A fire broke out in a service building on the perimeter of Taronga Zoo overnight.

Fire Brigade crews attended and extinguished the fire before 3am.

No people or animals were injured in the fire.

Preliminary investigations have found no suspicious circumstances.

Media Release / Blog Tag:

public notice

**STATEMENT BY EARLY
MORNING**



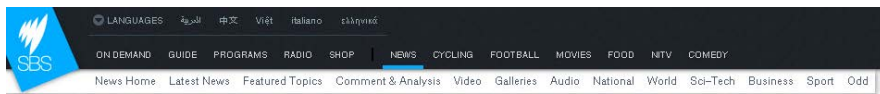
Steering the messages, staying consistent

Initial crews
tweet:
**ZOO
ABLAZE!**

Our messages:
Firies attending
No people or
animals hurt

Media take:
Animals safe after
fire

When message is timely, consistent: Coverage is on-message



29 APR 2014 - 11:53AM

Animals safe after Taronga Zoo fire



IMAGE | VIDEO | AUDIO

Fire investigators are on scene at Sydney's Taronga Zoo to investigate a blaze in a staff building.



Fire at Taronga Zoo

Yahoo! 7 April 29, 2014, 2:02 pm

Blaze destroys building near animal enclosures at the iconic Sydney zoo this morning.



Fire at Taronga Zoo





Keys to your success

- You have to be nimble, fast, targeted in your response, tailor your comms to the medium;
- Make sure you have a clearance protocol and permission to act;
- Always have an alternate comms chain if your CEO is away/out of contact;
- Get your facts clearly, understand your risks, then **respond**, steer the debate;
- Be human, empathetic, don't be afraid to use emotion.

Be the news breakers

Perth Zoo



Published by Hootsuite [?] · April 7 ·

It was a tough end to last week for Perth Zoo as we said a teary farewell to Kifani our much loved Cheetah. At 14 years old, Kifani was in her twilight years and had been suffering from a long-term health problem which deteriorated despite the best medical attention. She was a much loved member of the Perth Zoo family and is sorely missed by all of us. <http://ow.ly/Lh5kV>



13,808 people reached

Boost Post

Like · Comment · Share

Stewart Donaldson, Katy Jackson Arnold, Leigh Sonnekus and 455 others like this.

63 shares



View previous comments

2 of 110

Animal deaths –
normally not widely
communicated;
BUT the whole circle
of life is experienced
at zoos;
Once you have a
strong fan base,
sharing what used to
be ‘inside
information’ can
work to your
advantage if
communicated
correctly.

14,000
people
reached;

63 shares;

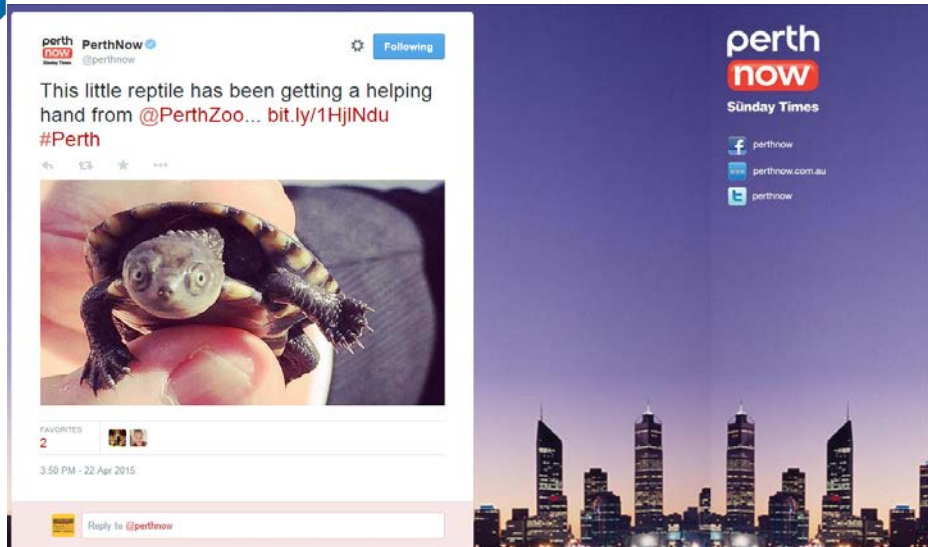
Outpouring
of sympathy
& for zoo
staff.

Social media Integration

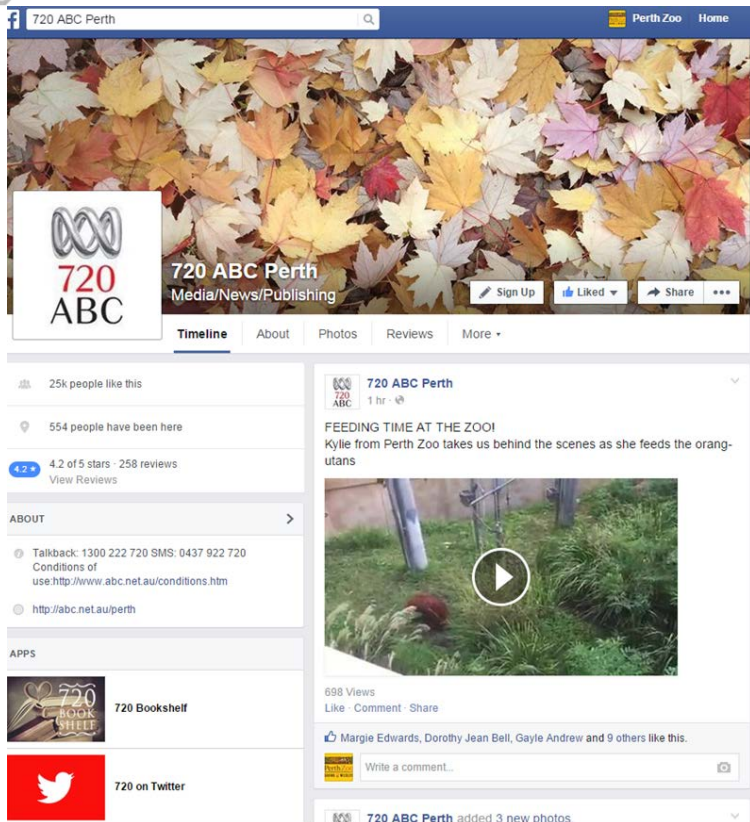
- For all general media calls at the Zoo, pre-written Facebook, tweets and instagram posts are developed in advance
- It is just another communications channel – but a FREE & powerful one.
- All journalists are encouraged to tweet & social post during their visits to the Zoo. The power of the journalist 'selfie' !



Social Media Integration



Social Media Integration





Perth Zoo's Communications

- We tweet and link to release/blog or news article;
- Post an image to Instagram with caption/facts;
- Post regular Facebook updates including galleries;
- Respond to questions/comments;
- Utilise hashtags to expand the reach of our posts;
- We reward our audiences & tell them what to do 😊
- Use influences.



Some do's & don'ts

LANGUAGE

Don't use techno-speak;

Simple is best and short is even better;

Be more inclusive of your audience;

Ask your internal stakeholders to describe it in BBQ terms;

Reassure people.



Some do's & don'ts

AUDIENCE

Know who you're writing for.

Tailor what you publish to your audience.

EG Instagrammers prefer the very best photos.

Tweeters like the headlines of the most interesting stories.

They're savvy

They're fast

They drive opinion

They expect quick responses

Form responses antagonise.

LISTEN TO YOUR AUDIENCE



Some do's & don'ts

CONTENT

Be a self-editor;

Less is more;

A picture speaks a thousand words;

Manage expectations from within and without;

All the laws apply – libel, plagiarism, intellectual property;

It's there forever, even after the Zombie apocalypse.



Some do's & don'ts

CONTENT: A GUIDE TO LENGTH

Twitter	140 characters
Facebook	two or three sentences.
A Blog	About 250 words

The rule: They never scroll down

Some do's & don'ts

ONLINE SUCCESS

Be brief

Be sure but not slow

Be in the river, not on the bank

Engage your staff

Motivate your fans.



Challenges

- Resourcing;
- Responding in a timely manner;
- Internal & external stakeholder demands.





If I was down to my last dollar, I would spend it on public relations.

Bill Gates