



Sharing your story online

June 21, 2013

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Bear Safety Tip

When camping, never store food or scented items in your tent.

Power of stories



Power of stories



Power of stories



Not just storytelling



LISTENING
TELLING
SHARING

What's my purpose?

CUTE baby Fuzzy Face says hi! Click "like" if you love baby animals!



What's my purpose?

The rare birth of this tree kangaroo joey brings hope for an endangered species.



Multi-channel storytelling

Jaguar Junior names first-born son Kuwan. Well, sort of...

Posted by: Caileigh Robertson, Communications
Photos by Ryan Hawk/Woodland Park Zoo except where otherwise noted.

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The truth is, Junior buckled.

Leading up to the naming ceremony, the communications and animal management teams prepared with hours of work: planning the press op, selecting culturally significant names, molding papier-mâché enrichment into maracas, and warming up Junior to practice piñatas for a successful ceremony.



Woodland Park Zoo
@woodlandparkzoo



A cat is a cat, even when it's a jaguar. Junior named his son today in a ceremony that he only kinda played along w/ bit.ly/11G7UwK

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Woodland Park Zoo
A cat is a cat, even when it's a jaguar. Jaguar Junior named his first-born son today in a naming ceremony that he only kinda, sorta played along with, ultimately ignoring us in favor of a nap.

Album: Timeline Photos

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Editorial calendar

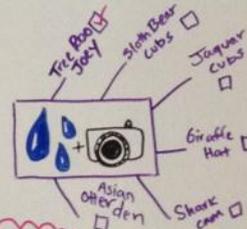
SOCIAL MEDIA Calendar

M 6/12	Jag baby update (KW)
T 6/13	
W 6/14	Bear Affair photo album (KW)
R 6/15	Utter contest closing (KW)
F 6/16	Jag naming (CR)
S 6/15	John Pine contest (KW)



VINE/GIF-Based blog for multi-step things video: Zoo, Cambridge, Animals

M 6/17	Snake patient (GA) ?
T 6/18	Leaf turtle (KP)
W 6/19	Wild Wed. (CR)
R 6/20	JP reception promo (KW)
F 6/21	Bug Hunt (KP) Other baby video include in Zoomagnum e-news

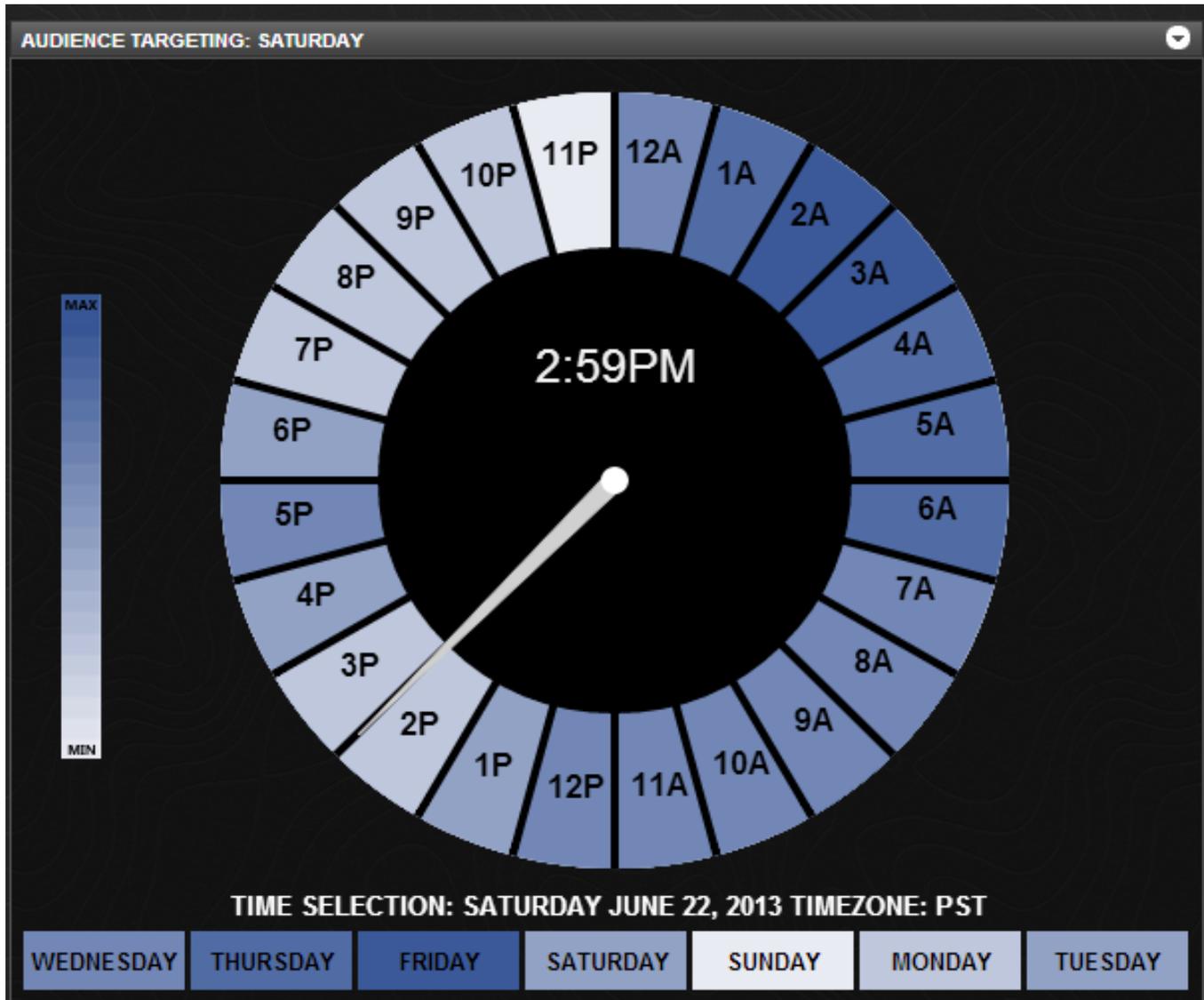


M 6/24	Tiger conservat announcement (RW)
T 6/25	President's Message (BW)
W 6/26	
R	

EVER-IT

- * Resource Space
- Giraffe Cam = dead
- Judy Mabus

Timing across channels



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Now it's everyone's turn!





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