

Memphis Zoo: What's Not to "Like"



We are one of only two zoos in the country that have an app that Android users can utilize. If you have an iPhone or Android-enabled phone, you can download our application free from iTunes or the Android Market.

by Tiffany Langston, Memphis Zoo Communications Specialist

For those of you keeping track of us online, you may have noticed the Memphis Zoo popping up in your Facebook news feed, trending in your Twitter feed and more videos uploaded to our YouTube channel. We are working daily to stay up to date on the latest in social media strategies to ensure that you stay informed on all the happenings at the Memphis Zoo.

Since 2009, the number of Memphis Zoo Facebook fans more than doubled. We currently have more than 60,000 fans, giving us more followers than most tourist attractions in Memphis and many zoos throughout the United States. We encourage our followers to post Zoo photos, videos, stories, memories and to ask any Zoo-related questions that they may have. Our Facebook wall is also a great tool to make announcements to our fans about Zoo events or special promotions. Fan us on Facebook at facebook.com/memphiszoo.

Our Twitter followers have increased from around 2,000 to more than 6,000 in the past 12 months. Our followers can look forward to exclusive trivia contests, photos and announcements. If you are on Twitter, follow us @memphiszoo.

In October 2010, we completely redesigned our website, but what you may not know is that we also have a mobile-friendly version that you can access on your smart phones and mobile devices. You can go there directly by visiting www.memphiszoo.mobi, or you can select "View Mobile site" from our landing page after typing www.memphiszoo.org into your mobile browser.



Our mobile application has gone through some renovations as well. In addition to a new 30-day schedule and video walking tour, we have also made the Memphis Zoo app available on the Android platform. We are currently one of only two zoos in the country that have an app that Android users can utilize. If you have an iPhone or Android-enabled phone, you can download our application free from iTunes or the Android Market.

We are striving to stay at the forefront of social media and mobile technology. This is just the beginning, so watch for more changes to come as we work to better serve our visitors, followers and fans. **MM**

Scan *this QR code with your mobile app, and you'll instantly be directed to the Zoo's website to check out these great new features!*

