

How the Fort Worth Zoo Became the Best in the Country

The Fort Worth Zoos Extensive PR Campaign

By: Rubyclare Moore



Figure 1: Fort Worth Zoo Entrance

The Fort Worth Zoo is a staple organization in Fort Worth winning “Best Zoo in the Country” thanks to their exciting animal exhibitions but also in part to their vast PR Campaigns. The definition of public relations that I refer to throughout this blog is [Oxford Languages second definition](#), “The state of the relationship between the public and a company or other organization or a famous person,” (Languages) The Zoo originally [opened in 1909](#) with only a few animals available but has grown over the years to the large zoo that many individuals know and love today. There have been 18 new habitats added to the Zoo since it first opened. These include but are not limited to “[Texas Wild!](#)” where the Zoo houses animals native to the Texas regional area. As well as its most recent exhibition “Elephant Springs” which gives the elephants more room to roam around and play with one another.

Working with the Surrounding Community

The Zoo offers memberships to all Fort Worth families, school field trip discounts to all Fort Worth schools and much more. The Zoo works with the surrounding community to establish resources for teachers, K-12 students and opportunities for children who are homeschooled. The organization put together an education program that helps schools gain the resources they need to learn about animals and visit the Zoo. Almost all Fort Worth schools go on a field trip to the Zoo to learn about animals and nature conservation. The Zoo will even at times bring animals to different elementary schools to teach students. There are camps in fall, winter and summer available for children ages five through 10. Every year the organization holds an event called “[Boo at the Zoo](#)” where families can come and trick or treat around the Zoo as well as play fun Halloween-themed games available for people of all ages. The Zoo caters to people of all ages, hosting events, such as banquets, available for older students and adults.

Social Media Presence

The Zoo has a very strong social media presence and website. On the said website they have linked their Instagram, Facebook and Twitter. All of these accounts are packed with information for all ages. The Facebook account, Instagram account and Twitter account have similar if not the same posts on all platforms, there is little variation between the three. However, on Oct. 4, 2021, Facebook and Instagram went down for all people, individuals were unable to post on any accounts. However, the [Zoos Twitter](#) made light of this situation. Though they were not able to post on the other forms of social media they were able to poke fun at the situation by saying that even if social media is down, people are still able to come to the Fort Worth Zoo. The nonprofit's voice on social media is easygoing and natural, this helps them connect to their audience. They make the most connections through [their TikTok](#) account. The organization recently started using the social media platform where they have grown a wide range of support from viewers.

Commitment to Being the Best

The Fort Worth Zoo won the title “[Best Zoo in the Country](#)” in the summer of 2021, thanks to a poll on USA Today. The Zoo competed against multiple high-brow Zoos and still managed to make its way to the top of the charts for its sheer amount of space for habitats, as well as its ability to display flora and fauna conservation. Summer 2021 was the fourth time the Zoo was included in the top five spots of USA Today's poll but the first time it managed to take the number one spot. The Zoo has won many other awards, such as being named “[Humane Certified for](#)

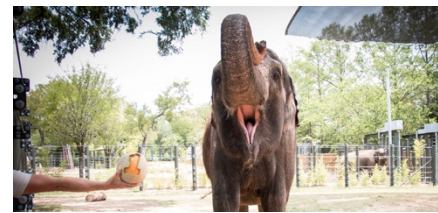


Figure 2: Elephant Posing with #1 Zoo Prize

[Animal Welfare](#)” by the American Humane Society. The Zoo prides itself on practicing and teaching animal and nature conservation through its multiple school programs as well as the way it treats its animals and animal enclosures. With multiple animals needing different types of habitats, the Zoo uses its wide 64 acres on the outskirts of the city to comfortably house all types of creatures.

Conclusion

For 112 years, the Fort Worth Zoo has worked with the City of Fort Worth, provided resources to its surrounding communities, created a mix of emotional posts on all social media platforms and most importantly helped put together a spot for animals and nature to grow in habitats that imitate ones found in the wild. All of these tactics work together to keep the Fort Worth Zoo a well-put-together organization and help it be known as the “Best Zoo in the Country”. The Fort Worth Zoo has always been known as a staple in the community. The organization has used the tactics mentioned before to embed itself deep into the community making it a must-see location in the city.

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About Rubyclare Moore:

Rubyclare Moore is a student at the University of North Texas double majoring in public relations Journalism and Sociology. She has a love for helping others which will help her in Law School, studying Social Justice law, so that she may work for a nonprofit in the future.



Figure 3: Rubyclare Moore

Citations

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