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DATCP COMMUNICATIONS TEAM



Sam GO
Communications Director



Dan Richter
Division of Agricultural Resource Management



Caleb Kulich
Division of Trade and Consumer Protection



Molly Mueller
Division of Animal Health
Division of Food and Recreational Safety



Courtney Pribyl
Digital Communications



Michelle Nichols
Visual Communications/
Graphic Designer



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OVERVIEW

What we do:

- Inform the media, the public, and stakeholders
- Maintain consistent, focused messaging
- Serve as a resource of information

How we do it:

- Media interviews
- Press releases
- Social media
- E-newsletters
- Website
- Targeted bulletins
- Events (Wisconsin State Fair; consumer protection presentations, etc.)
- Literature/brochures
- Alice in Dairyland



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2025 ACCOMPLISHMENTS

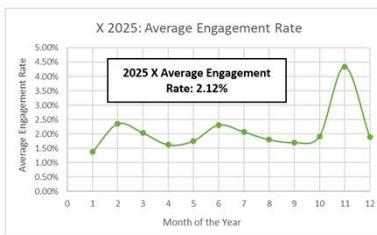
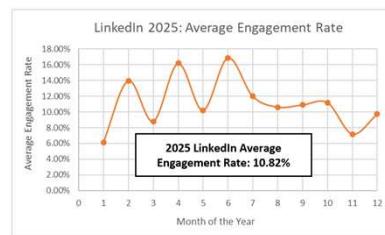
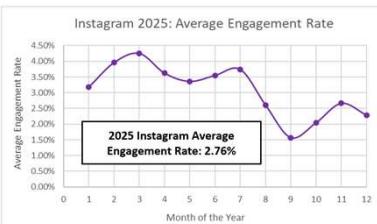
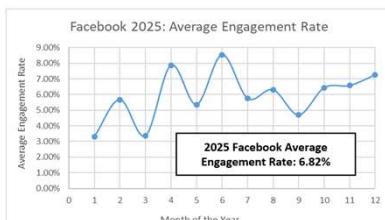
- Handled over 700 media contacts and interviews
- Grew DATCP's online presence through consistent social media posts featuring events, programs, days of significance, and more stories
- Increased follower counts on most platforms
 - Facebook – 16,394 (+31%)
 - X – 4,048 (-1%)
 - Instagram – 1,872 (+22%)
 - LinkedIn – 4,143 (+22%)



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2025 AVERAGE ENGAGEMENT

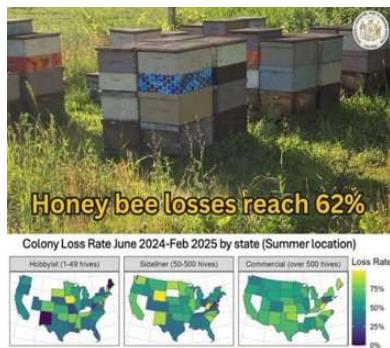


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SOCIAL MEDIA POST HIGHLIGHTS



Honey Bee Losses
Generated 1,091,170 impressions and 94,504 engagements



Invasive Species of the Week
Generated 168,586 impressions and 9,876 engagements



Monarch Butterflies
Generated 30,240 impressions and 4,700 engagements



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STORIES ON SOCIALS

This Or That!
Winter Edition

Visit a Christmas tree farm in Wisconsin

Get a holiday wreath in Wisconsin

Visit a Christmas tree farm in Wisconsin

Get a holiday wreath in Wisconsin

This Or That!
Winter Edition

Hot chocolate with Wisconsin milk

Coffee with Wisconsin milk

This Or That!
Winter Edition

Hot chocolate with Wisconsin milk

Coffee with Wisconsin milk

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WHAT'S NEXT?

2026 Goals:

- Continue being a source of timely, focused messaging
- Grow social media presence by continuing to offer content that spurs engagement
- Diversify the ways in which we interact with our digital audiences
- Strengthen collaborative efforts with industry partners, stakeholders, and media



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