### 2020 ASIAN GIANT HORNET OUTREACH OVERVIEW

#### ASIAN GIANT HORNET
- World's largest hornet
- Usually 1.5 - 2 inches in length
- Large orange/yellow head with prominent eyes
- Black and orange/yellow striped abdomen
- Forms large colonies that usually nest in the ground

#### ASIAN GIANT HORNET DETECTIONS

**Public** | **Total**
---|---
16 | 31

#### Outreach Overview
- **Facebook posts**: 68, total views: 4,632,591
- **Blog posts**: 205,047 views of 9
- **Presentations**: >95
- **Engagements on Facebook**: 1,034,837
- **Asian giant hornet watch Facebook group members**: >6,900
- **Stakeholders updates**: 17
- **Radio ads**: 5 ran for a total of 6 weeks
- **Holiday graphics**: 2
  - 'Murder Hornet Thanksgiving dinner' and holiday greeting
- **Facebook group members**: >429,500 views of 17 videos produced by WSDA
- **Blog posts**: 205,047 views of 9
- **Press releases**: 6
- **Virtual press conferences**: 3
- **Media contacts**: 300
- **Press releases**: 6, joint with WISC
- **Documentaries**: 3 - TVW, PBS News Hour, Discovery Channel
- **Facebook engagements**: 1,034,837

#### Track! Don't Whack!
- **Graphics**: 21
- **Publications**: 7
- **Facebook posts**: 12/19/2019 - 01/06/21
- **Total views**: 4,632,591

#### Electronic billboard display on I-5
- **Impressions**: 2,414,915

#### In 2020, the Asian giant hornet story reached over 1 billion people

#### In May 2020, the Asian giant hornet story reached over 70,000 people

#### #ThatIsNotAnAsianGiantHornet campaign contrasted 9 commonly mistaken species and reached over 471,400 people on Facebook alone Aug. 5 - Oct. 15

#### Track Don’t Whack!
- **Campaign reached over**: 70,000 people
- **Weeks with rotating graphics**: 12
- **Impressions**: 2,414,915

#### Hornets webpage had over 317,000 views in 2020