

Deer Season Update



Bulletins Linking to or Mentioning “Deer Check Stations”

- Archery Deer Season Information and Reminders
 - 90,544 total opens
 - 49,793 unique opens
- Michigan out-of-doors open for fall fun
 - 20,763 total opens
 - 13,948 unique opens
- Hunters: Deer movement study underway in Clinton, Ingham, Ionia counties
 - 13,432 total opens
 - 7,906 unique opens



Michigan.gov/DeerCheck (interactive deer check map)

- Week of Sept. 25 – Oct. 2
 - Total users for the week: 4,414
- Social Media Post
 - 27,000 people reached
 - 3,000 posts engagements (130 comments)
 - Sentiment was neutral/negative



Thank You

