

## SOCIAL MEDIA GRAPHIC SUGGESTED POST TEXT

*We intend these posts to make it easy for you to copy and paste content onto your company's social media platforms. Please let us know if you have any questions or suggestions.*

### **Social Graphic Content:**

High Wages, Low Cost of Living  
\$96K Average WI Biohealth Salary  
Learn More

### **Social Post Content:**

**HIGH WAGES, LOW COST OF LIVING:** Wisconsin biohealth Workers earned an average of nearly \$96,000 in 2021, which reflects our industry's position as one of the most innovative and advanced in the nation. That paired with the affordable housing, transportation, healthcare, education, food and utilities in the state compared to the coasts makes Wisconsin an ideal place to live, work and play. <https://bit.ly/wi-ee>

*Suggested use- talent attraction.*

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### **Social Graphic Content:**

Biohealth: Wisconsin's Job Growth Leader  
Grew by 10.6%  
Read the Report

### **Social Post Content:**

**STRENGTH IN NUMBERS:** Wisconsin's medical device & diagnostic companies, biomanufacturers, digital health, and distribution companies directly employ nearly 52,000 individuals — and the industry has seen a 10.6 percent job growth since 2018. Overall, the full biohealth industry supports 129,000 jobs throughout the state of Wisconsin. <https://bit.ly/wi-ee>

*Suggested use- talent & company attraction.*

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### **Social Graphic Content:**

Biohealth companies are investing and expanding in Wisconsin  
Fueling job growth and access to supplies  
Read the Report

### **Social Post Content:**

**GROW IN WISCONSIN!** Wisconsin's thriving biohealth ecosystem makes it *the* place for companies to locate and/or expand. The state has seen a host of expansions and investments as well as several mergers and acquisitions. In turn, these activities fueled job growth and access to supplies.

<https://bit.ly/wi-ee>

*Suggested use- advocacy & company/investment attraction to WI.*

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**Social Graphic Content:**

Wisconsin Biohealth: \$32B Economic Engine  
Innovation, High Wages and Investments Fueling Growth  
Read the Report

**Social Post Content:**

**ECONOMIC ENGINE:** Wisconsin's biohealth industry is a leader in innovation. Check it out:

- ✓ Wisconsin is matching the overall growth rates in the national biohealth industry.
- ✓ The biohealth industry grew by 10.6% from 2018-2021.
- ✓ Biohealth's growth, innovation, and high wages generated \$32B in statewide impacts.
- ✓ Wisconsin supplied more than \$6 billion in products and services to the state's biohealth industry thanks to an efficient, successful, and localized supply chain.

<https://bit.ly/wi-ee>

*Suggested use- advocacy & company/investment attraction to WI.*

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**Social Graphic Content:**

Made in Wisconsin  
Supplied \$6 billion in products and services accounting for 34,000 jobs  
Read the Report

**Social Post Content:**

**SUPPLY CHAIN SUCCESS:** While other states and markets are still struggling with supply chain challenges created by the pandemic, Wisconsin's localized supply chain is a case study in excellence! The state supplied more than \$6 billion in products and services to the state's biohealth industry, which accounted for nearly 34,000 jobs. This makes us a powerful force, not only in our state, but throughout the nation and across the globe. <https://bit.ly/wi-ee>

*Suggested use- advocacy & company/investment attraction to WI.*

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**Social Graphic Content:**

World Class Universities  
Innovative Discoveries, Solid Partnerships, Strong Talent Pipeline

**Social Post Content:**

**TOP RANKED UNIVERSITIES:** With world class institutions like University of Wisconsin-Madison and

Medical College of Wisconsin as catalysts in providing qualified, talented, and innovative future employees, our state is poised to support companies looking for scientific discovery and strong talent right in their backyard. <https://bit.ly/wi-ee>

*Suggested use- talent & company/investment attraction to WI.*

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**Social Graphic Content:**

Made in Wisconsin

Outpacing the Nation in Medical Device and Drugs and Pharma Biomanufacturing

Read the Report

**Social Post Content:**

**MADE IN WISCONSIN:** Wisconsin is strong in medical device, biopharmaceutical, and other manufacturing and is outpacing the nation in growth in these areas. This moment represents a genuine opportunity for the state to celebrate and promote the products made in Wisconsin that are advancing the biohealth industry. <https://bit.ly/wi-ee>

*Suggested use- advocacy & company/investment attraction to WI.*

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**Social Graphic Content:**

Wisconsin: We Have It All Right Here

Biomanufacturing and Supply Chain Strength

World-Class Educational Institutions

Investment and Expansion Opportunities

Read the Report

**Social Post Content:**

**INNOVATION LIVES HERE:** In Wisconsin, every step in the development lifecycle is supported, allowing companies based here to grow and further enhance their capabilities, talent, and profitability. Our Midwest location creates an interconnected ecosystem of biohealth leaders uniquely positioned to positively impact health on a global scale! <https://bit.ly/wi-ee>

*Suggested use- awareness/retention.*