

STATE FOREST ACTION PLANS:

10-YEAR REVISIONS
SOCIAL MEDIA OUTREACH

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59 MEMBERS, ONE VOICE

State foresters manage and protect state and private forests, which encompass nearly two-thirds of the nation's forests. Nationwide, over 26,500 state forestry agency employees work year-round to keep our forests healthy and productive.



FOREST ACTION PLANS

State Forest Action Plans offer a practical and comprehensive roadmap for investing federal, state, local, and private resources where they can be most effective in achieving three national conservation goals:

1. Conserve and manage working forest landscapes
2. Protect forests from threats
3. Enhance public benefits from trees and forests



Comprehensive revisions of state Forest Action Plans are required at least every 10 years.

To date, the majority of states have only made minor revisions to their plans, so nearly all will be required to conduct revisions by June 2020.



In this webinar, learn:

1. Strategic messaging on Forest Action Plans
2. Ways to boost reach on social media
3. An Ask: How will you use NASF's 10-Year Revision Media Toolkit?



STRATEGIC MESSAGING

Forests are critical to public health and well-being.

Forests are under threat and need protection.

Forest Action Plans are the solution.

States use Forest Action Plans like roadmaps to stop forest pests and disease in their tracks.

Forest Action Plans don't leave anyone out. They are developed with input from local residents, tree experts, outdoor enthusiasts, and wildlife advocates.

Best of all, these plans are focused on boosting efficiencies, so every dime and minute spent on meeting their objectives count.

Get involved. Help protect, conserve, and enhance the forests we all rely on by participating in the 10-year revision process.



A photograph of three foresters in a forest. One forester in the foreground is wearing a red hard hat and a safety vest, holding a measuring tape. Two other foresters are in the background, one wearing a yellow hard hat and the other a white hard hat. They are standing on a forest floor with many logs and branches. A green semi-transparent overlay covers the middle part of the image where the text is located.

OUR ULTIMATE GOALS:

Increase awareness

Inspire trust



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BOOST REACH ON SOCIAL MEDIA



CREATE

Use messages interchangeably with photos, links



SHARE

Modify content, timing of posts to extend reach



CONNECT

Tag NASF, local news, and partners, and always use hashtags



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CREATE

Pair a strategic message or two with a photo and a link (or URL) to more information.

- Communicates "the why" in "why is this important?"
- Catches the eye; stops the scrolling
- Makes it easy to engage; engenders trust



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SHARE

Repost revised content at different times of day on a regular schedule.

- Saturates your market with consistent messaging
- Eliminates the burden of crafting new messages daily



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Always use hashtags and tags.

CONNECT

- Alerts your partners to share and retweet your message
- Makes your posts easier to find and track



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State Foresters @StateForesters · Jan 17

In a letter to Congress, the president of NASF asked for a [#FireFixNow](#) and more active and effective management of America's wildfire, insect, and disease prone federal forests. Press release here: ow.ly/p5h330hPJh5. Read more at [@EENewsUpdates](#): ow.ly/Em8330hPK1v



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FOREST ACTION PLAN 10-YEAR REVISION TOOLKIT

GO TO:

[STATEFORESTERS.ORG/FOREST-ACTION-PLANS/KEEPING-THE-PLANS-CURRENT/](https://stateforesters.org/forest-action-plans/keeping-the-plans-current/)



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MEDIA TOOLKIT

REACH YOUR STATE'S FOREST STAKEHOLDERS



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SAMPLE TWEETS

States use Forest Action Plans like roadmaps to stop #forest pests and disease in their tracks. Learn more: [LINK](#) | #healthytreeshealthylives @stateforesters

State #Forest Action Plans are focused on boosting efficiencies, so every dime and minute spent on meeting their objectives count. Find out why your input matters via @stateforesters: [LINK](#)



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SAMPLE FACEBOOK POST

Forest Action Plans don't leave anyone out. They are developed with input from local residents, #tree experts, #outdoor enthusiasts, and #wildlife advocates.

Get involved. You can help protect, conserve, and enhance the #forests we all rely on by participating in the 10-year revision process.

LINK attached to PHOTO



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WHAT DO YOU NEED MORE OF?

- Press release templates?
- Blog posts to link to?
- News stories to share?
- Statistics to use?



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THANK YOU

FOR YOUR TIME AND ATTENTION

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