STATE FOREST ACTION PLANS:
10-YEAR REVISIONS
SOCIAL MEDIA OUTREACH

Whitney Forman-Cook
Communications Director
National Association of State Foresters
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.
OUR ULTIMATE GOALS:

Increase awareness

Inspire trust
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
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
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
Always use hashtags and tags.

- Alerts your partners to share and retweet your message
- Makes your posts easier to find and track
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
FOREST ACTION PLAN
10-YEAR REVISION TOOLKIT

GO TO:
STATEFORESTERS.ORG/FOREST-ACTION-PLANS/KEEPING-THE-PLANS-CURRENT/
SAMPLE TWEETS

States use Forest Action Plans like roadmaps to stop #forest pests and disease in their tracks. Learn more: LINK | #healthytreeshealthyheads @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
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
WHAT DO YOU NEED MORE OF?

- Press release templates?
- Blog posts to link to?
- News stories to share?
- Statistics to use?
EMAIL
wforman-cook@stateforesters.org

NUMBER
202-341-9338

WEBSITE
www.stateforesters.org
THANK YOU
FOR YOUR TIME AND ATTENTION

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