



Social Media Recommendations:

10-Year Forest Action Plan Revisions Release and Video Series Launch

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Thank you for your support of Forest Action Plans! Please consider pairing NASF video and static graphic assets with the following social copy recommendations:

GENERAL SAMPLE POST COPY:

- Did you know there are strategic plans for forests in every U.S. state? Or that **[STATE NAME]** has one too (and it's brand new!)? Our Forest Action Plan focuses on **[insert customized summary text]**, but there are common threads to all 59 #ForestActionPlans. Learn more about them in this video from @stateforesters: **[LINK ANY VIDEO]**
- In developing our strategy for **[our/STATE NAME's]** forests, we reflected on past lessons, considered the latest science and data, and charted a fresh course to address new challenges. Learn more about #ForestActionPlans with this video from @stateforesters: **[LINK ANY VIDEO]**
- Thank you to our partners **[insert tags as necessary]** who contributed to the development of our Forest Action Plan. We are looking forward to working with you to accomplish our shared goals for **[our/STATE NAME's]** forests. Learn more about #ForestActionPlans with this video from @stateforesters: **[LINK ANY VIDEO]**

SAMPLE COPY FOR POSTING WITH RECOMMENDED ASSETS:

Recommended asset: This is Forest Management

- To ensure the sustainability and long-term health of America's forests, state forestry agencies utilize #ForestActionPlans to defeat forest threats and curb the effects of climate change. #ThisIsForestManagement
- Join us in celebrating #ForestActionPlans! Each state and territory's plan details strategies to protect, enhance, and conserve America's forested landscapes. Learn more at stateforesters.org **[or your agency's website]**.

Recommended asset: Forests Belong to All of Us

- Forest threats like wildfire, insects, and disease do not abide by our property lines, and neither should our management. In order to prosper, forests depend on collaborative management strategies. Learn more at stateforesters.org **[or your agency's website]**.

Recommended asset: Forests Belong to All of Us

- Everyone can contribute to a better future for America's forests. Do your part: (1) prevent unwanted wildfires, (2) limit the spread of invasive species, and (3) support forest stewardship in your community. Learn more at stateforesters.org [or your agency's website].

Recommended asset: Our Forests are Under Threat

- Increased wildfire risk and encroaching development have put America's forests in danger. To address these ever-evolving threats, we need active forest management. That's where #ForestActionPlans come in. They are crucial to fostering wildfire resilience in our forests and communities.
- Threats like disease, pests, and wildfire have the potential to change our forested ecosystems forever. #ForestActionPlans employ science- and place-based strategies for tackling these challenges. Learn more at stateforesters.org [or your agency's website].

Recommended asset: The Power of Forest Action Plans

- #ForestActionPlans are guides for keeping our forests healthy. Their strategies for meeting the most pressing challenges facing America's forests today rely on thoughtful collaboration and the latest science. As your state forestry agency, we strive to fulfill our mission of sustaining healthy forests for all. #ThisIsForestManagement
- Forests affect us all. #ForestActionPlans help ensure that all the benefits we enjoy from forested ecosystems are sustained over the long run. Watch below to see state forestry agencies at work implementing Forest Action Plans hand-in-hand with private landowners. #ThisIsForestManagement

OTHER RECOMMENDATIONS:

- **PREFERRED HASHTAGS:** #ForestActionPlans, #ThisIsForestManagement
- **NASF'S HANDLE:** @stateforesters (please tag us on Twitter, Facebook, and Instagram!)
- **BEST PRACTICES:** Please DO NOT hashtag (or write out) the acronym for Forest Action Plan on social media. Trust us. If you must know why, look up the acronym on your personal computer.



Have questions? Please reach out to NASF Communications Director Whitney Forman-Cook at wforman-cook@stateforesters.org