



Increasing the Use of Social Media

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What Does Social Media Mean?

Facebook

Twitter

LinkedIn

YouTube

Google+

Flickr

OneDrive

- Websites where you can share experiences in life or work
- Keywords: Sharing, Posting, Commenting
- Communicating in a new way
- Social events transformed



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Utilizing SAF Publications

- Western Forester
- The Forestry Source
- Journal of Forestry
- Issues and Advocacy



Bringing you back

We have been posting to
our family fridge for years!

What have you put
on your fridge?



Bringing you forward

Instead of posting on the
fridge

We started sharing
experiences through email



Bringing you forward more

Instead of sharing experience
through writing emails

We started posting to social
media



Present Social Goals

- What are people looking for?
- How much do they want?
- Who do they want to see it from?
- What do they want it to look like?
- Why are we sharing our point of view?

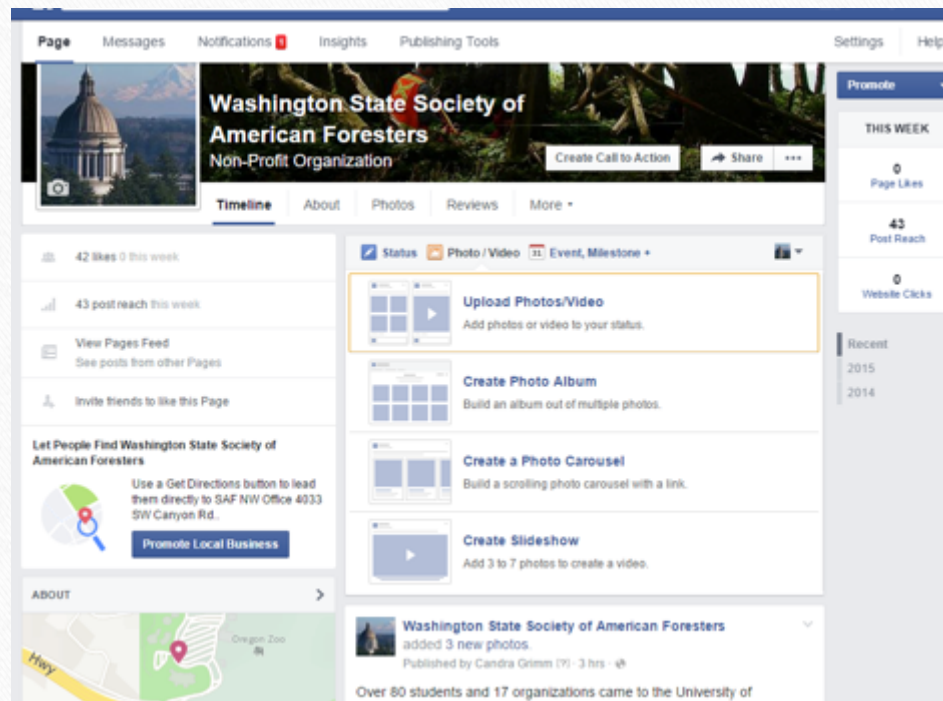


Times Have Changed



- Who is your audience when you post?
- Are you representing your best self?

What Does Success Look Like?



The Future

