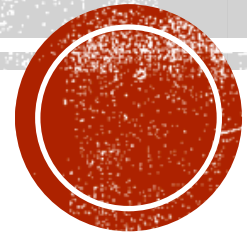


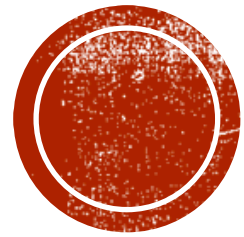


OREGON SOCIETY OF AMERICAN FORESTERS

NICK SMITH, OSAF COMMUNICATIONS CHAIR

*A case study in SAF
social media and communications*





DEVELOPING A STATE COMMUNICATIONS PLAN

Examples from Oregon

Define the purpose of your communications activities

- Your activities should align with SAF's mission:
 - Communicate the mission, activities and policy positions of Oregon Society of American Foresters to its members, prospective members, elected officials and the general public (i.e. "stakeholders").
 - Promote the forestry profession and forestry education.
 - Position OSAF and its members as authorities on forestry, forest management and other related issues in various forms of media.



Identify your stakeholders

- **Generally: SAF members, prospective members, elected officials and the general public.**
- **Understand that will communicate with each stakeholder (or audience) differently.**
- **Ask yourself: How can you increase the number of stakeholders in your universe, especially members, prospective members and the general public?**



Identify your communications tools

- How will you reach out to your various stakeholders, and who is responsible for managing the various communications tools?
- What tools do you have available?
 - Web site
 - Email
 - Social media



Communications Objectives

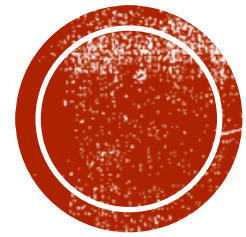
- **Make OSAF more responsive to resource issues in Oregon and nationally.**
- **Help bring our members together through communication to become more active in OSAF.**
- **Use media opportunities to be more informed on resource issues.**
- **Become more effective in helping legislators understand the resource issues, and be the “go to” organization for straight unbiased information.**



Communications Objectives (Continued)

- Use the best methods to keep our members informed and engaged.
- The objective of our communication efforts is to ensure that everyone who wishes to be kept informed on resource issues within OSAF has the opportunity to be informed. Another objective is to market SAF and explain the opportunities available so more people know about OSAF and become a credible source of information.
- Another objective will be to take advantage educating the public and external interests about SAF. We can do this education by notifying the local media (including radio, TV, newsprint) about events such as the annual meeting and setting up opportunities for interviews. We can also distribute a short briefing paper about the organization to our external interests when we contact them.





HOW DO WE ACHIEVE OUR OBJECTIVES?

Examples from Oregon

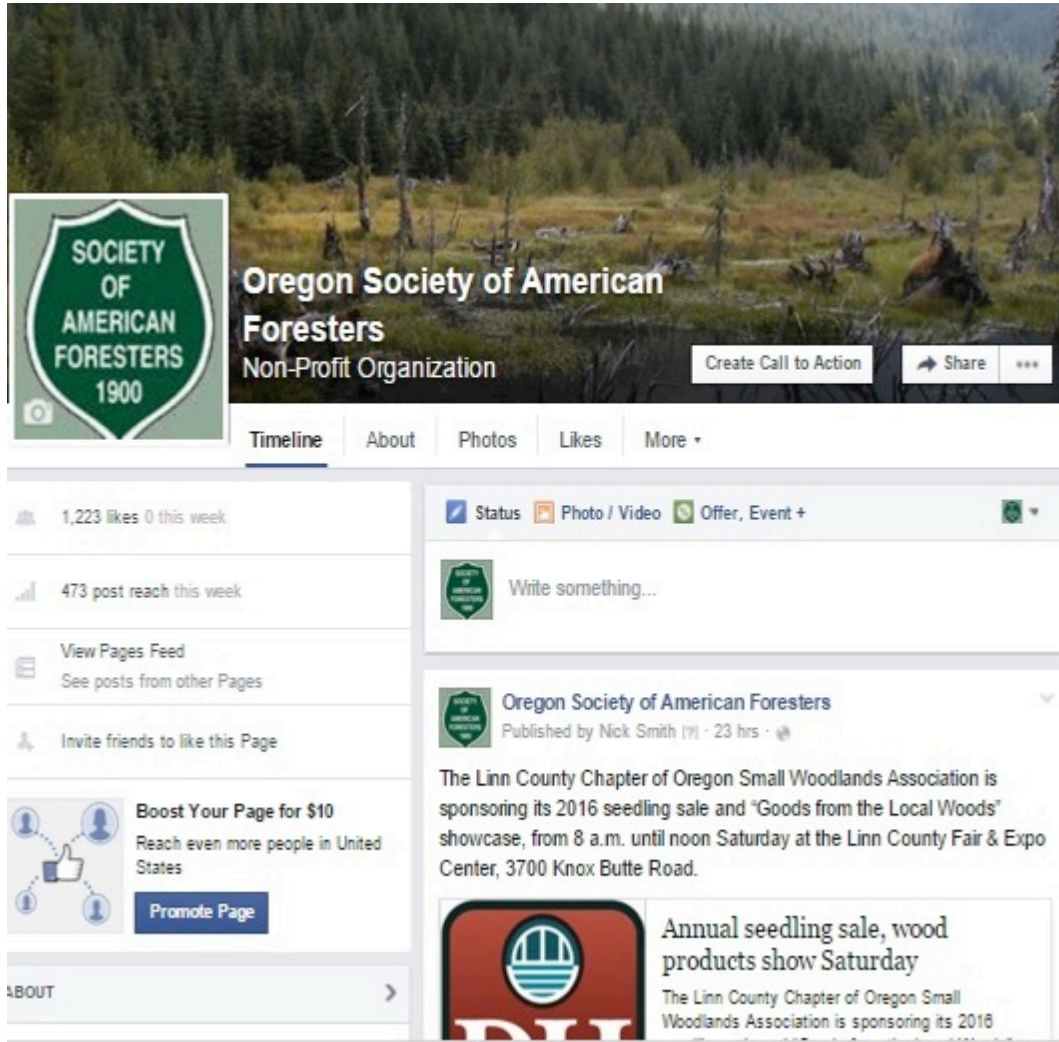
- Once you've determined your purpose and objectives, and you have identified your stakeholders and tools, you can begin to figure out what you need to reach your communications goals!
- In Oregon, we saw a need to increase the use of social media to broaden our audience and reach out to more stakeholders.
- In addition to its traditional publications, OSAF relies heavily on its web site and email to communicate with its various stakeholders.
- But this was not enough to meet our goals!



- Social media is a tool in the communications tool box.
- Social media represents a variety of platforms.
Examples:
 - Facebook
 - Twitter
 - Instagram
 - Snapchat
- Through the process of developing your communications plan, you should select a platform(s) that best meets your needs.



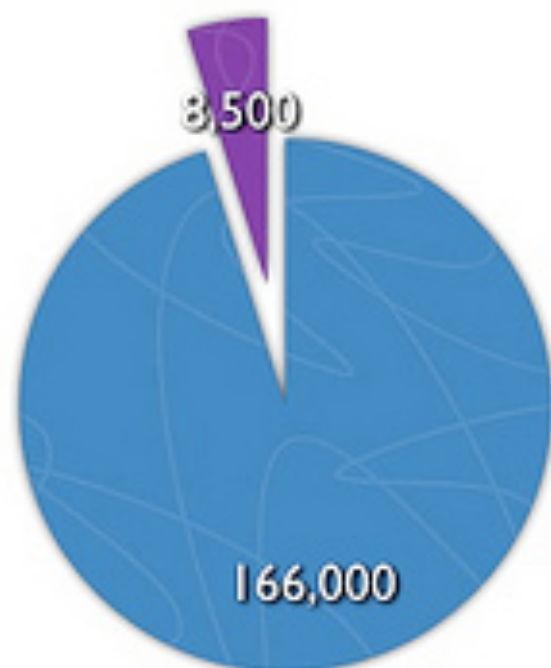
There are several good platforms to choose from, but I decided to focus on Facebook because:



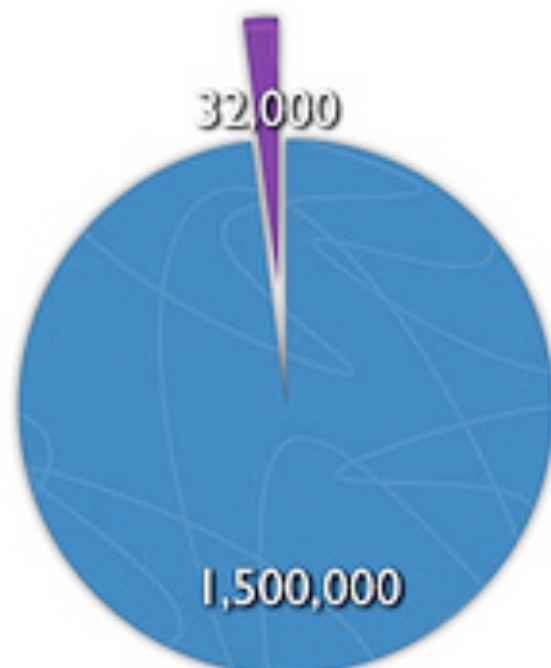
- largest pool of stakeholders.
- It offers the “biggest bang for the buck.”
- Its functionality allows us to better update our stakeholders and tell our story.
- It also functions very well with other communications tools. Allowing us to leverage content from SAF’s other media (ie web site, publications, email.)



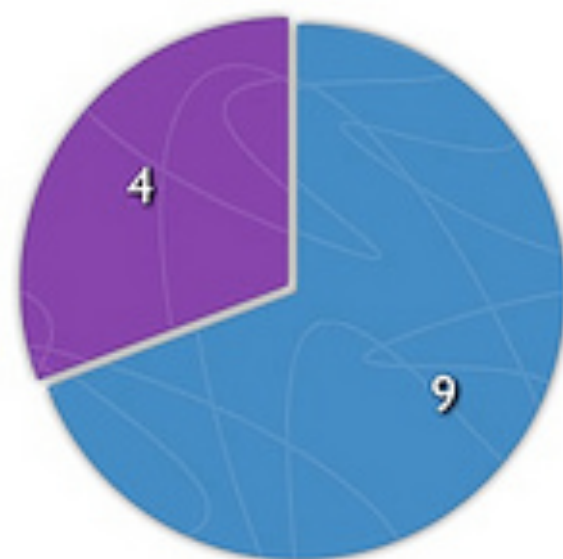
facebook. vs twitter



Facebook shares
Tweets



Views from Facebook shares
Views from Tweets



Average views per Facebook share
Average views per Tweet

*All data taken from YouTube analytics for the Gillette Federer trick-shot viral
** @Rubber_Republic

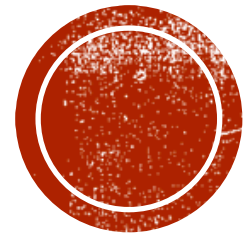


- In April 2015, OSAF's Facebook page had just 75 followers.
- OSAF's Executive Committee approved a \$500 budget request for Facebook marketing and other communications needs.
- Two-thirds of this funding was used to grow OSAF's Facebook following.
- Using Facebook's advertising and micro-targeting tools, we produced ads that was delivered specifically to those who are interested in forestry.
- Over the course of six months, OSAF's following grew to over 1,100 Facebook users.
- The audience continues to grow organically, albeit at a slower pace. But now we have a strong platform to communicate with our various stakeholders.
- Facebook marketing has also been used to feature SAF functions that needed more attention or a broader audience, such as the golf tournament and other special events.



- Facebook is like a forest, it needs to be actively managed to help meet your objectives!
- Commit to updating your social media regularly with fresh content.
- Engage your audience. For example, ask for your audience's opinions on relevant content and topics.
- Learn your audience. Use Facebook's tools to better understand where your audience is, and when they are using the platform to receive information.
- Don't be discouraged by negative feedback and "unlikes." Growing and developing your audience is an on-going process!





ALIGNING COMMUNICATIONS WITH POLICY

Examples from Oregon

- If you want SAF to have a greater role in shaping public policies affecting the forestry and the forestry profession, your state society must be prepared to share your opinion and tell your story.
- As part of achieving the goals of communications plan, we determined that our efforts needed to be better aligned with the society's policy efforts.
- In Oregon, the Communications Chair works closely with the Policy Committee Chair to think strategically and plan ahead.



We took the lead in developing a new policy page to highlight important forestry issues and SAF positions. This page is available to all PNW state societies, and the content can be better shared through social media.





This renewed communications-policy partnership has also enabled us to re-engage with state policy makers.

We will meet with several key legislators this month during the 2016 session.

This will be a test-run for a broader effort during the 2017 session.



Oregon takeaways

- Develop a plan.
- Broaden your reach- increase use of social media.
- Be willing to invest in your communications efforts.
- Think strategically- give your policy efforts a voice.
- Communicate regularly to ensure you're reaching your goals.

