

# **Society of American Foresters**

## **Evolving** Forest Management since 1900



Do not put away your phones!





Search #safmiracle on Twitter



# Why Social Media?

1 Billion Facebook Users

500 Million Twitter Users

175 Million LinkedIn Users



# Why Social Media?

- 74% of brand marketers saw an increase in website traffic after investing just 6 hours per week on social media
- 20% of Facebook users have purchased something because of ads or comments they saw there
- In order to save 25% or more, 67% of customers will like a Facebook page and 17% will tweet or retweet a deal
- Facebook users generate 2.5 times more page views than Twitter, almost twice as many as Pinterest



# Why Social Media?

91% of online adults use social media

86% of recruiters are likely to look at social profiles when considering candidates

22.5% of all Internet use is time using social media





# Value in Associations Like SAF?

- Learning/Science/Personal Growth
  - challenge of “free” content

- (Social) **Networking**
  - challenge of “free” social networking sites
- Promoting positive image
  - always a challenge

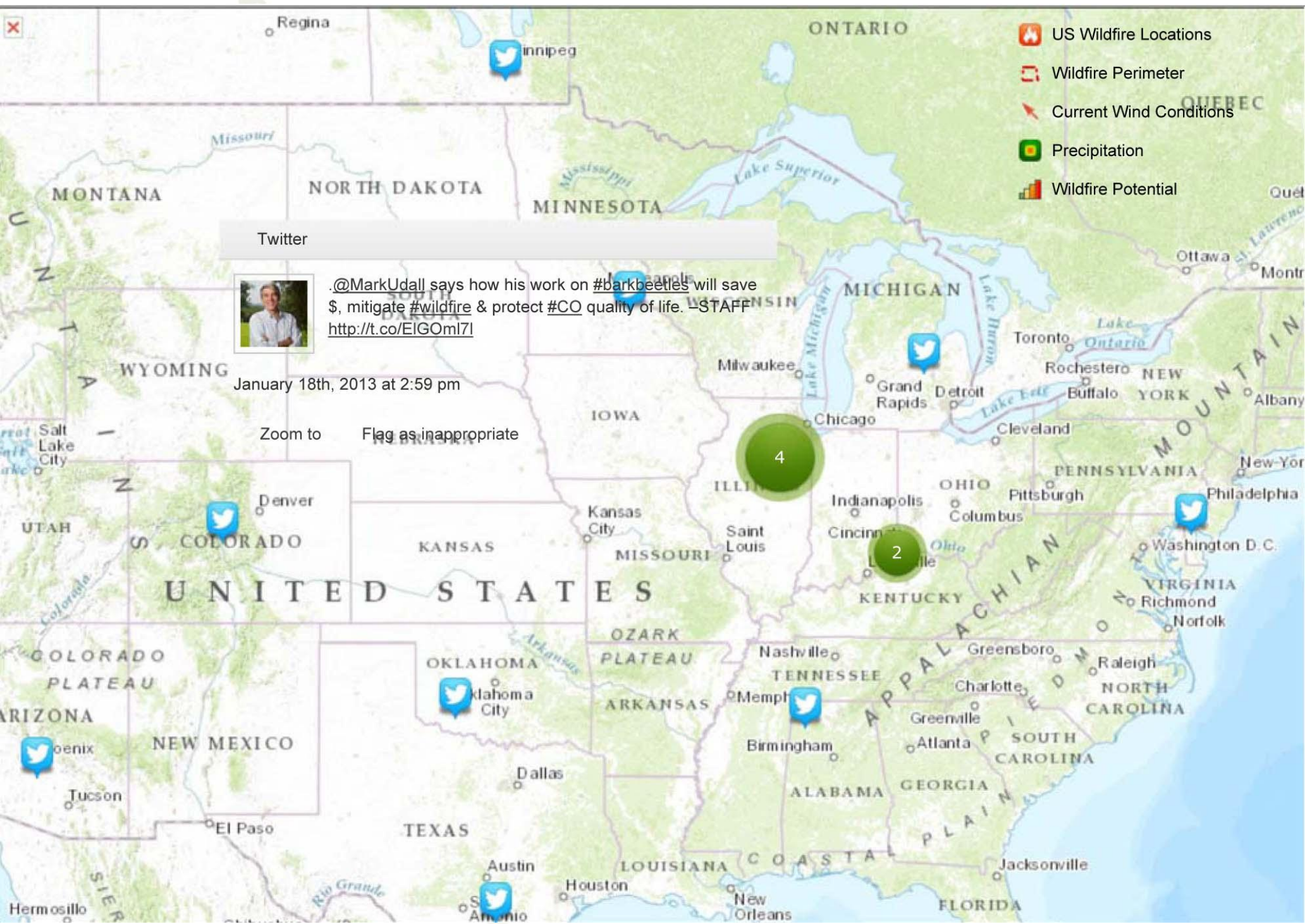


# Leveraging Platforms, Not Duplicating

- LinkedIn discussion pages – active conversation on Supreme Court case on forest roads
- LinkedIn Updates
- Facebook updates
- YouTube Channel
- SlideShare
- Twitter updates
- Twitter to promote #saf2013
- Twitter to make presentations interactive #safmiracle







# Low Cost Way to Promote Forestry and SAF

- The average value of a Facebook “Like” is \$214.81 over 12 months after acquisition
- The average cost of a Facebook “Like” was \$3.50
- The average Twitter follower took an investment of \$2.05
- More than 1000 people following @foresters (my account is @mgoergen, not so many followers ☹)
- More than 1000 “Likes” on Facebook





# Positive Message About Forestry

- One of the most important values SAF members are looking for from SAF is outreach to the public and promoting forestry in a positive light
- We have not been able to accomplish this in any significant way
- Social media, and our members dedication to promoting forestry opens these doors like never before



# LinkedIn Connections

- My LinkedIn network supposedly connects me to more than 6.5 million professionals
- How many does your connect you to?
- Imagine the impact we can have promoting positive messages about forestry just to our connections
- And to their connections, and their connections . . . . .



Thriving forests. Essential resources. A strong community.

We challenge land-owners, decision-makers and society at large to make choices about our forests based on professional knowledge, leading-edge thinking and a century of practical experience.

We seek viable pathways forward, balancing diverse demands on our natural resources.

We set the standard in forest management, bringing science, best practice and the best people together to actively shape the future of the profession.

‘For the greatest good. For the greatest number. For the long run.’

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# Michael T. Goergen

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**To:** Everyone1  
**Subject:** #safmiracle

Homework assignment for all of you:

You wake up tomorrow and find that a miracle has occurred. Overnight the core purpose of SAF has been achieved.

How will you know the miracle has occurred?

What will be different in the world?

What conversations will be different?

Tweet your responses to:

#safmiracle

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# Setting up your own accounts

[http://www.safnet.org/documents/howto\\_create\\_facebook\\_account.pdf](http://www.safnet.org/documents/howto_create_facebook_account.pdf)

[http://www.safnet.org/documents/howto\\_create\\_LinkedIn\\_Profile.pdf](http://www.safnet.org/documents/howto_create_LinkedIn_Profile.pdf)

[http://www.safnet.org/documents/howto\\_create\\_twitter\\_account.pdf](http://www.safnet.org/documents/howto_create_twitter_account.pdf)

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