Climate Change in America 🌲 🇺🇸
January 2022

A year ago, we explored the importance of the Yale Climate Change Communications Group and their work to map perceptions of climate change.

The initial report - **'Global Warming's Six Americas,'** published in 2008 - assessed public climate change beliefs, attitudes, and perceptions to create six personas:

Alarmed. Concerned. Cautious. Disengaged. Doubtful. And, **Dismissive.**

This research has since been updated or expanded on at least 15 times, with the latest update to the core body of work coming in 2020 showing how distribution within each of these audiences changed between 2015 and 2020.

Spoiler alert: Over those 5 years, people became increasingly concerned about climate change.

Note - Last year we benchmarked #forestproud content and messaging against this persona modeling to help guide our efforts and drive engagement. We saw tremendous success because of it. Check out our **2021 Recap & Highlights** *for more detail.*

Late last year, Yale released its latest research on the topic: **Climate Change in the American Mind**.

For those interested in digging deeper on how perceptions of climate change are evolving and opportunities to better communicate on it, this is a must read. Even a cursory glance of the executive summary shows some surprising statistics:

- Americans who think global warming is happening outnumber those who this it is not happening by 6 to 1 (76% vs 12%)

- 60% believe global warming is mostly human-caused

- 70% say they are 'somewhat worried" about global warming.

- 35% are 'very worried'

- 69% feel a personal sense of responsibility to help reduce global warming

- 2/3 believe that it it not too late to do something about it

- 61% disagree with the statement "the actions of a single individual won't make a difference"

These are among the highest numbers seen since the survey was first conducted nearly 15 year ago and a clear indicator that awareness - as well as concerns over - climate change are growing at an increasingly rapid rate.

Our Takeaway

This is just the tip of the iceberg *(climate pun, maybe?)*. Climate conversations aren't just here to stay, they're going to become increasingly alarming and more prevalent in our day-to-day lives.

But it's not all doom and gloom. The fact that a majority of Americans believe it is not too late and that the actions of a single individual can still make a difference puts a massive spotlight on the importance of forests and forest products.

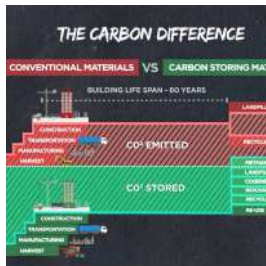And we're excited to share that story this year.

– The #forestproud team

Tweet   Forward

What We're 🎧 📸 🎥

🛠️🎥 Making Real Zero Carbon Buildings

Embodied carbon is hot right now. Unfortunately, we've seen more than our fair share of videos and infographics that are just awful at explaining it. This is **not** one of those videos. Kudos to **Endeavour** for doing it right: **What is Embodied Carbon?**

📓 Six Best Practices for Carbon Offsets

Moderation. Direct Investment. Certification. As the conversation around carbon offsets continues to heat up, this guide is among the best we've seen on how to do it right. We doff our cap to **3BLmedia** for walking that fine line. **Six Best Practices for Carbon Offsets**

📅17 🎥 Mass Timber Week

While today marks the end of the Oregon Dept. of Forestry's Mass Timber Week, we're incredibly excited about the mass timber work they're doing over there. If you haven't seen the trailer for their latest film project: **The Promise of Mass Timber** - you should watch it.

🎧 Planthropology Podcast

Hello Plant People! This is quickly becoming one of our favorite podcasts. Not just about the sector - favorite, period. Joe Vaughn (**@joetalkstimber**) knocks this episode about old growth forests out of the park: **Old Growth w/ Joe Vaughn** Subscribed.

The Community

Forest are a powerful climate solution.
Forest Management is how we deliver those solutions.
Forest Products and Markets are how we sustain those solutions.

We are hikers, hunters, land owners, researchers, foresters, students, professionals, family businesses, forest product companies, conservationists, recreation organizations, universities, and government agencies.

We are #forestproud.

Our Members

The #forestproud membership reflects the full diversity of the people and organizations responsible for shaping the future of our greatest natural resource. So whether you live, work, play in forests - you're #forestproud.

Interested in Becoming a Member?
Shoot us a Note.

Looking for content, metrics, insights, best practices, etc.? All of that information can now be found in our newsletter dedicated to #forestproud communicators.

Want to be included on that list?

Let Us Know!

#forestproud

View this email in your browser

#forestproud

This is the **#forestproud communicators** note.
A monthly dive into content, metrics, audience insights, tools, research, best practices, etc.
Looking for specific data or have a question? **Shoot us a note**.

Why Micro Influencers Are All the Rage
January 2022

"Go big or go home". For years this schoolyard smack talk was also the conventional thinking when it came to influencer marketing. After all, accounts with millions of followers = more eyeballs on their brand, product, or organization, which = better (obviously).

While this equation may still hold true in a lot of circumstances, we have seen a flurry of articles in the past year suggesting micro influencers are actually more effective.

So which is it? David or Goliath?

New research published in the Journal of Advertising in October (**David and Goliath: When and Why Micro-Influencers are more persuasive than Mega-Influencers**) was among the first to release peer-reviewed data on the difference between Micro and Macro influencers. The result?

Muddy as the Mississippi.

That's not fair. The research was conclusive in showing that "... micro-influencers (those who have 10,000 - 100,000 followers) are more persuasive than mega-influencers (those who have more than 1 million followers) because endorsements by micro-influencers bestow higher perceptions of authenticity on the endorsed brand."

However, the data suggests that the benefit really only applies to hedonic products (e.g. high-end fashion, electronics, hotels, restaurants, etc.) And that when it comes to more utilitarian products, a micro-influencers' authenticity mattered less.

In one example, test subjects rated a hot chocolate from Dunkin' Donuts **11.9%** better and said they were **13.3%** more likely to buy it when they were told the influencer promoting it has 64k followers vs. 6.4 million followers.

We say the results are muddy because the line between hedonic and utilitarian is subjective and doesn't just fluctuate between products, but varies by consumer. So what if you're not selling a product or experience - utilitarian, hedonic, or otherwise - what does this mean?

"Less followers = more authentic."
"More followers = less authentic"

Our key takeaway: there is a built-in bias or assumption with social audiences that fewer followers =more authentic, and more followers = less authentic.

So if you're looking to build authenticity and credibility, whether it is around content, campaigns, or initiatives, you should bet on David over Goliath.

- The #forestproud team

Want to read more about micro and macro influencers? Check out these links:

- **Is Smaller Better in Influencer Marketing?**
- **Micro Influencers vs. Macro Influencers**
- **Why Micro Influencers are Dethroning Super Influencers**

What's Happening 📈 📸 🎥

We have all sorts of things cooking in the #forestproud kitchen.

Good News from the IRS
How often do people get to say that!? We closed last year with our official designation as a 501(c)(3) non-profit. While this changes little in our day to day operations, it opens new doors for us as we continue to explore opportunities to grow our efforts.

A Potential Merger
Also just before the end of the year, we signed a memorandum of understanding (MOU) with the Society of American Foresters (SAF) to explore what a potential merger between the two organizations could look like. While it is still very early in the process, we are excited about its potential. More details to come!

2022 Strategy
We saw tremendous success last year in honing our audiences and aligning our efforts behind a carbon and climate message (See our **2021 Recap & Highlights**). All in, we added more than 150+ new pieces of content to our library, increased organic distribution by 133%, saw double digit growth on our reach across platforms, and increased engagements by nearly 40% over 2020. It was a good year.

Riding this momentum and armed with new audience and membership insights, our 2022 strategy is focused on expanding the tools we use to more effectively and efficiently target our audiences and drive engagement around forest climate solutions.

Stay tuned as we roll out these new tools and programs in the coming months. If you want a sneak peek at what's coming, you can see our full **2022 Strategy & Membership Package** here.

📸🎥 New Content This Month

This month we've added pieces on:

- **What is Biochar?**
- **Climate Smart Planting**
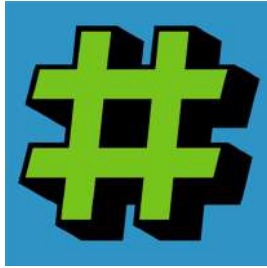- **Wildfire and the Climate Feedback Loop**

Each of these pieces have been optimized for Instagram, Twitter, and Instagram Stories. Use them as a series or pull out individual components to use as a standalone post or to build your own narrative. **#forestproud Content Library**

📈 **2021 Highlights & Recap**

A look at what went down las year with **#forestproud** and the larger **#forestproud community.**

2021 Highlights & Recap

Key Takeaways:
20% increase in reach (fans + followers)
133% increase in organic distribution
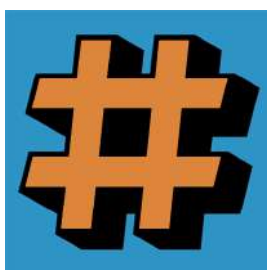36% increase in combined engagements

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What's in the Works

📣 **A New Ambassador Program**

Over the last several months we've been quietly building out a new #forestproud ambassador program. Interested in repping forests? Want exclusive free swag? Stay tuned this month for more information on how to get involved!

I Want More Info!

💡 **Content Suggestions**

Have an idea, suggestion, or wish for content? Use this form to tell us about it. If it's something we can do, we will put it in the production queue and work with you to make sure it sparkles.

Content Suggestion Form