



#forestproud

a program supporting forest climate solutions.

Program Overview

#forestproud

What We Do.
The #forestproud program

What We Do.

Via the **#forestproud** platform, we create and deliver original content designed to build awareness and support for forest climate solutions.

We deliver this message through a sophisticated digital strategy to a target audience of 18-34-year-olds, beyond the sector, engaged in climate conversations online.

What We Believe.

Forests provide powerful **climate solutions**.

Forest management is how we **deliver** those solutions.

Forest markets and products are how we **sustain** those solutions.

How You Can Engage.

Be a Supporter. Make an impact statement. Shape the brand and content.

Become a Partner. Collaborate on content, projects, and campaigns.

Donate. Walk the walk when it comes to forests and climate.

Rep. We have cool swag.



17k fans + followers across platforms

500+ unique community authors / month

The platform reaches **5-7 million people** / month

+50% of organic reach is on demographic

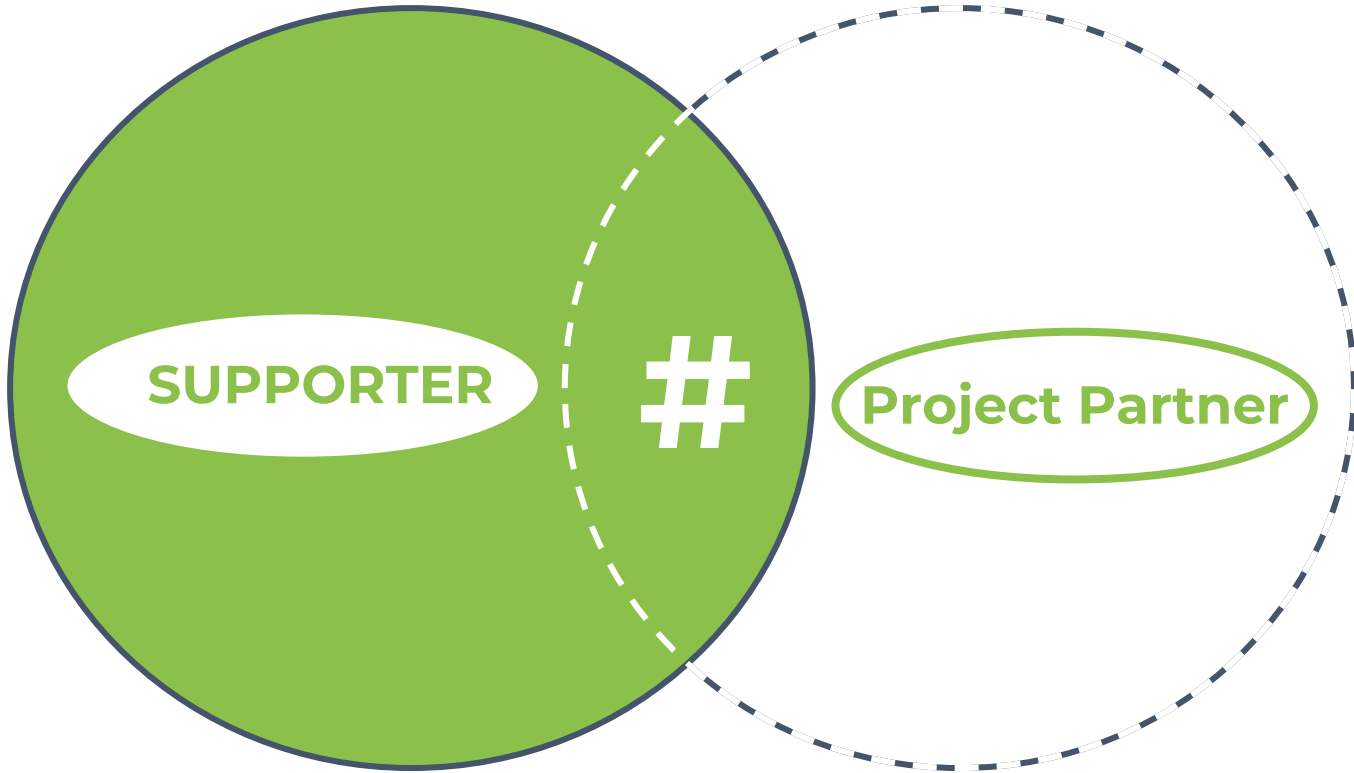
7% engagement rate* average

97% positive sentiment (24 month average)

47% women and **53% men**

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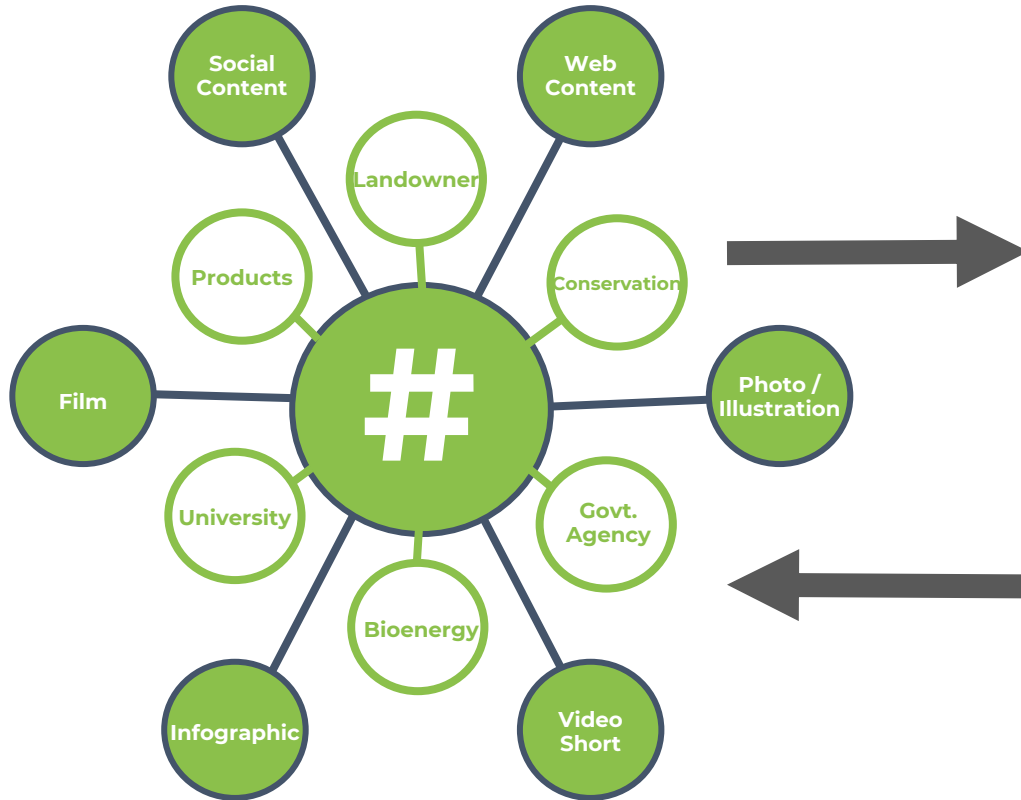
Supporter vs. Partner
Engage Where It Makes Sense*



*Rep
*Donate
*Like/Share/Follow

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What We Do.
We Create Original Content



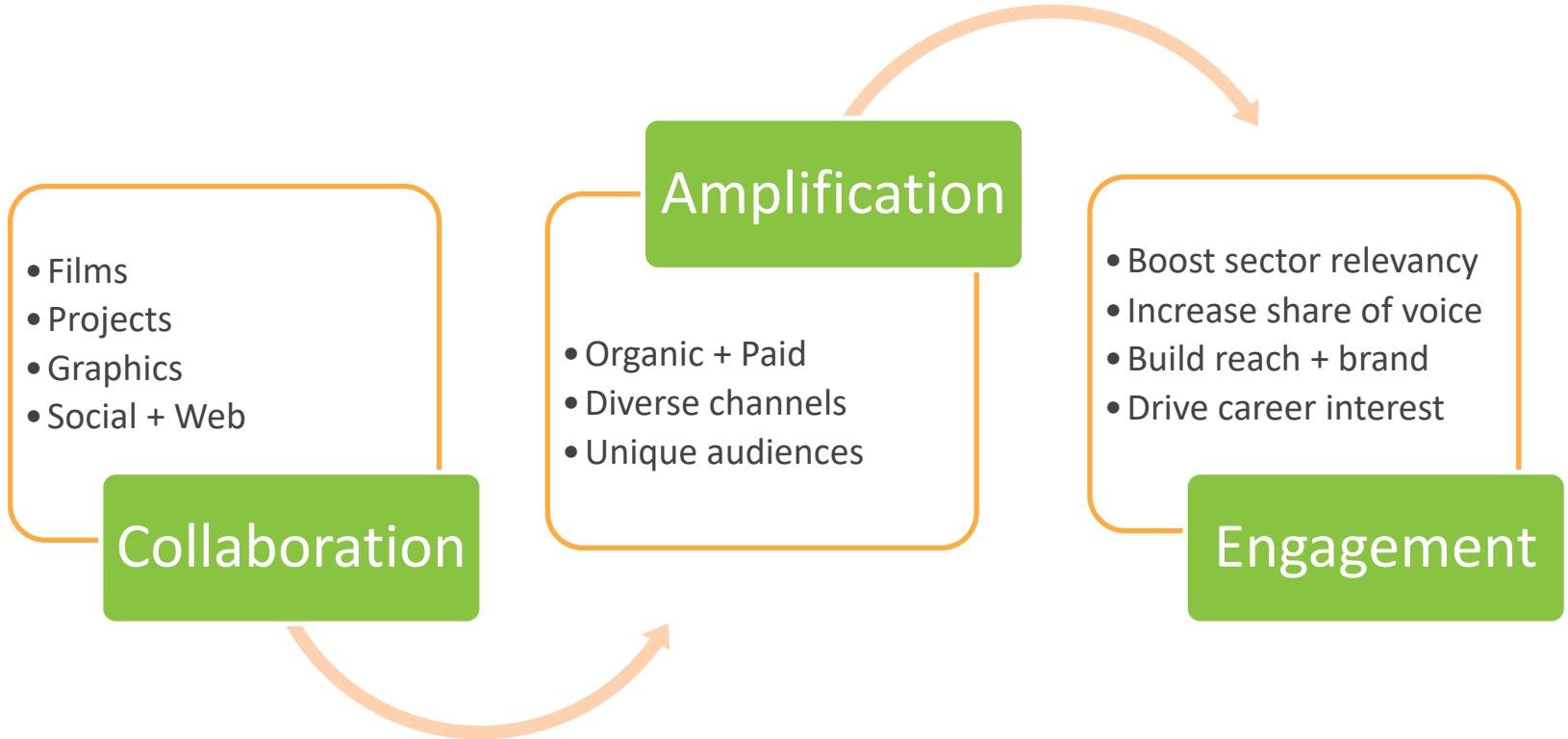
#forestproud creates original content and programs that connects the dots between forests - and all the products and benefits they provide - and the role they play in providing solutions to some of society's most pressing challenges - like climate change.

Content is flexible, yet engaging. This means it works for the larger forest sector while still being compelling enough to compete with the awesome cat and baby pictures you receive online.

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What We Do.

We Amplify People, Products, and Possibilities.





Ambassador Pilot Program

Who better to tell the forest climate story than real people, who are proud of the work they do and excited to talk about how they are doing their part to deliver forest climate solutions?

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In 2020

4.4 Million

Tweets used the hashtag

#ClimateChange

< 1%

were from the forest sector.

Our Goals.

Build Support for Forest Climate Solutions

Short-Term Goal

Build awareness with our key audience (18-34 year-olds, beyond the sector, engaged on climate) increasing the volume of positive conversations focused on forest climate solutions.

Medium-Term Goal

Our key audience connects forests - and all the products and benefits they provide - with powerful climate solutions as benchmarked by sentiment, share of voice, etc.

Long-Term Goal

Our target audience becomes champions of forest climate solutions as demonstrated by purchasing habits, lifestyle and career choices, policy support, etc.

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How to Engage.

Not a one-size-fits-all

- **Like/Share/Follow Us** @forestproud. Use the hashtag.
- **Rep #forestproud via [Swag](#) + Social** (Program coming soon)
- **Up Your Comms Game** via the [Communicators Note](#)
- **Use the Content [Content Library](#)**
- **Be a Supporter** Help us shape content & campaigns
- **Become a Partner** Let's collaborate on a project
- **Donate** Help us promote forests as climate solutions

The screenshot shows a web interface for viewing social media content. At the top, there are filters for 'Tags' (set to 'All'), 'Types' (with a dropdown menu open showing options like 'All', 'GIF', 'Graphic', 'Films + Animations', 'Social Clips', 'Trailer', and 'Image'), and 'Platform' (set to 'All'). A 'RESET FILTERS' button is also present. Below the filters is a grid of six content cards. Each card features a thumbnail image, a title, a category, and a list of platforms where the content is available. The cards include: 1) 'Planting trees regrowing' (3 items), 2) 'Canada Forest Cover Percentage' (2 items), 3) '5 R's of the Forest Circular Economy' (3 items), 4) 'WHAT IS THE CIRCULAR ECONOMY?' (3 items), 5) '5 Years with Largest Wildfires (by acres burned)' (3 items), and 6) 'THE CIRCULAR ECONOMY HAPPENS IN TWO CYCLES...' (3 items).

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Cheat Sheet

#forestproud in a nutshell

Focus. Forest Climate Solutions.

Strategy. Content Creation, Curation, and Amplification

Audience. 18-34 year-olds. Beyond the Sector. Engaged on Climate.

Programs. Social Campaigns. Ambassadors. Brand building. Projects.

Goals. Platform Growth. Audience Engagement. Increase Share of Voice.