

The 6A's of #forestproud | a communications guide

This communications guide is intended to frame out the #forestproud mindset and voice and help shape our brand identity. As you're writing content and posts, we encourage you to keep in mind the 6As of #forestproud and how they could be incorporated into your work.

Active

Consistency is key. We're regularly active on social and are committed to showing - and celebrating - what the sector does. We're comfortable supporting others online and chiming in to add context, our own perspective or experience, and connecting conversations to others in the community doing good work. We believe it's about showing up enthusiastically and optimistically.

Adaptive

We know when to engage and when to let it go. Trolls happen. We pick and choose the right moments to engage, and we are comfortable asking for help, admitting that we don't have all the answers, and looking for support if things get too ugly in the comments section.

Agile

Social media changes by the second. We look to create bridges and connections between what we do and what's trending. We keep up with the latest and greatest and focus on educating, informing, and engaging our fans and followers on what we do as a sector.

Authentic

We are real people. We put ourselves out there. We share our voice, our experiences, and our reasons for being #forestproud. We respect and amplify the voices of others. We don't say or do anything we're not 100% comfortable with or supportive of. We understand our brand and are protective of it. If we've learned one thing from being online, it's that credibility, authenticity, and trust matter.

Aware

We know where the forest sector has been and we know where it's trying to go. We know there are a lot of voices out there, and we know social media can feel like screaming into the void. We try to listen, learn, and amplify accounts that add authentic and credible perspectives to our work. We are aware of our audience.

Awesome

Our voice and attitude is enthusiastic and positive. We celebrate the people, products, and possibilities of the sector. As stewards of our greatest natural resource, we know our work matters. We know that we're part of the climate solution, keeping forests as forests for people and planet.