

#forestproud

Powered by the
Society of American Foresters

2022 Social Metrics Quick Reference Social Dashboard

Reach

14.2K

Audience + Unique Authors

Awareness

971K

Impressions

Engagement

31K

Engagements

Rate

3.2%

Engagement Rate

Industry Average: 3-5%

Forest Sector Average: 1-3%

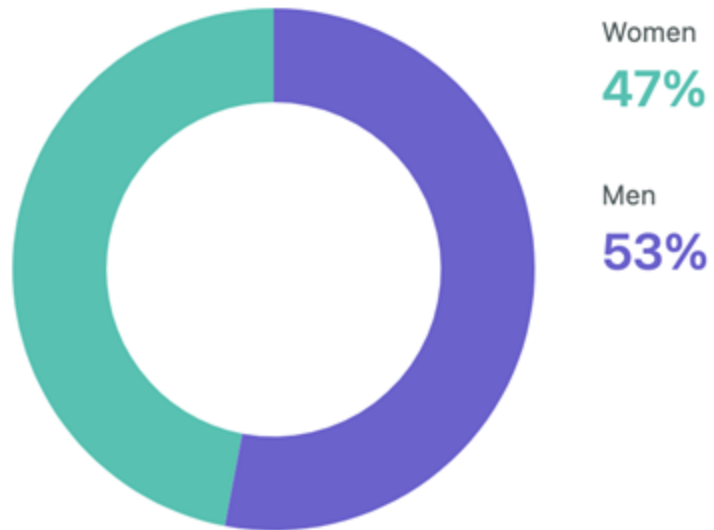
Organic Awareness

#forestproud

Audience Demographics

Organic Social | 2022 Metrics

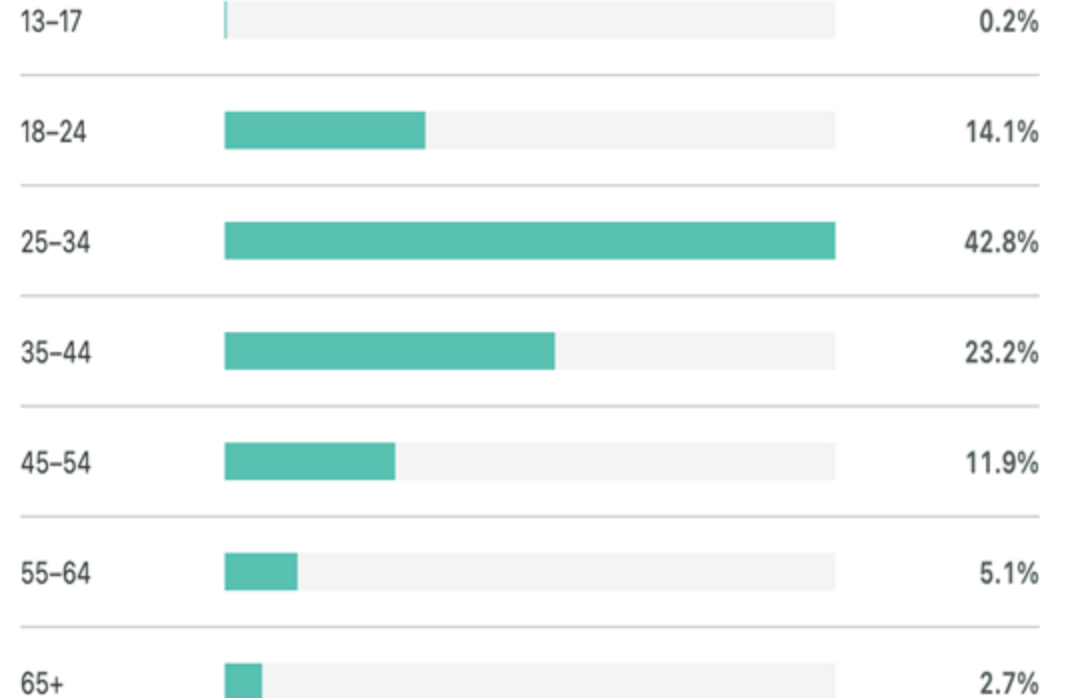
Gender Demographics



Device Demographics

Web 47%
Mobile 53%

Audience By Age  



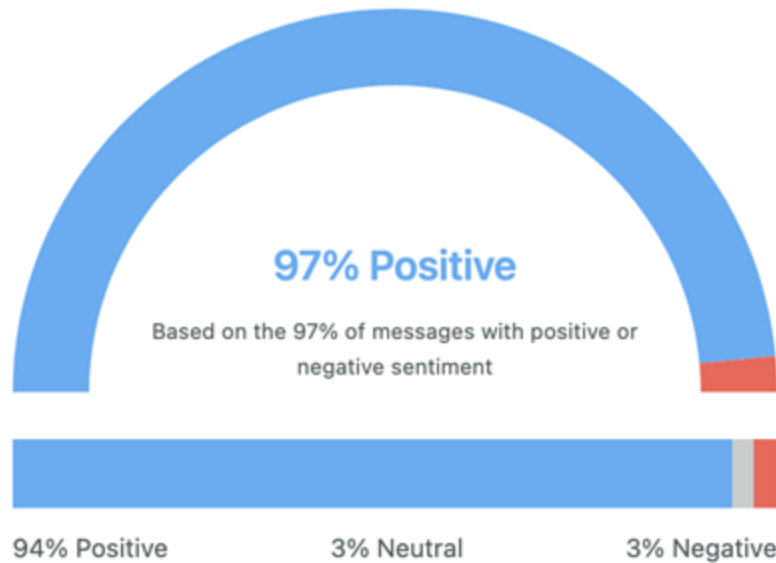
Community Reach

#forestproud

Unique Authors + Message Volume

Community Social | 2022 Metrics

Message Sentiment



People are talking about your Topic 19% more positively compared to the previous period.

Unique Authors

