



Welcome to Facebook

Who: The American Tree Farm System has launched a Facebook group page to connect landowners, friends, families, volunteers, and overall network via this online social networking tool.

What: What is Facebook?
Facebook is an online social networking site that gives people and organizations the power to share and make the world more open and connected.

Millions of people use Facebook everyday to stay in touch with friends, upload an unlimited number of photos, share links and videos, and learn more about events in their community and the people they meet.

The Facebook phenomenon is five years old with more than 150 million users. Facebook began in February 2004 when Harvard student Mark Zuckerberg, along with some classmates, launched the social network. “For what began with college students has found its fullest, richest expression with middle-aged,” reports *Time Magazine* (Thursday, February 12, 2009
<http://www.time.com/time/magazine/article/0,9171,1879169,00.html>)

When: February 2009

Where: Visit www.facebook.com. Log in or create a Facebook account. Search for the group – American Tree Farm System. You’ll see that members have already begun posting to the ATFS Facebook group page with stories and pictures.

Why: The American Tree Farm System has launched a Facebook group page to connect landowners, friends, families, volunteers, and its overall network via this online social networking tool and to encourage the sharing of stories, ideas, memories, and accomplishments.

Ask around, many of the people you know may already have a Facebook profile page. It’s easy to set one up – you can do it, your children can do it, perhaps a friend of your family, or even a teen you know can do it, and it’s free.

This is just the beginning of the American Forest Foundation’s strategy for social media and social networking. No one can say for sure where this tool will lead us but that’s what was said about the Internet.

Today, we use the Internet for business, communication, education, shopping, news, research, dating, politics, email . . . almost everything.

Our goal is online engagement to share news and information, to share our stories about Tree Farm and to engage across generations.

Join us this year. We invite every State Tree Farm Committee to post and/or encourage their Outstanding State Tree Farmers of the Year families to post comments and photo's to Facebook. We invite friends, family, and volunteers to join our group, to share their stories, become engaged online.

How: Go to www.facebook.com. It's easy, free, and anyone can join.

Enter your full name, your email, address, a password, gender, birthday, and hit "Sign up."

Enter the verification text you see in the box and you've created your Facebook account. The next steps involve connecting, or in many cases, re-connecting with friends and people you know who are on Facebook. You can skip all these steps if you prefer and go directly to your account.

On your Facebook page you can add information to your profile, upload photos, post messages about your involvement with Tree Farm, and see who else is on Facebook.

Join the American Tree Farm System Group

Once you've created your personal account, you can then become a fan the American Tree Farm System page <http://www.facebook.com/pages/American-Tree-Farm-System/252960535555?ref=nf>.

From the group page, <http://www.facebook.com/pages/American-Tree-Farm-System/252960535555?ref=nf>, you can post your news, upload photos, add links, invite others to be fans, send an email to Tree Farmers [Admins/creator], list your events, or start a discussion.

Contact: If you have any questions or need a little more assistance, please contact Brigitte Johnson, APR, Director of Communications at bjohnson@forestfoundation.org.