

Social Media & Blogging 101

Amanda Cooke, Speaker

Sara Anrrich, Moderator



GROWING STEWARDSHIP FROM THE ROOTS

Agenda

What is social media?

Which tools are out there?

How to cut through the online “noise”?

Q&A



GROWING STEWARDSHIP FROM THE ROOTS



Sustaining forests, watersheds, and healthy habitats through the power of private stewardship.

JOIN OUR SOCIAL FOREST

[Our blog](#)

[Facebook](#)

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WHAT WE DO

STEWARDSHIP



The commitment of 96,000 of America's family forest landowners to do right by their land, to meet the highest standards of sustainability and to be good stewards for the future.

WOODLANDS CONSERVATION



Family woodlands are essential for the benefits that we all receive from the forests, including clean water, air, wildlife habitat, recreation, green jobs, wood and paper products.

WHAT WE'RE SAYING ON TWITTER

We're off 2 the National Tree Farmer Convention in New Mexico. Stay tuned all week for photos, tools, & other updates! <http://t.co/67hWB4w> 22 minutes ago
New Project Learning Tree (an AFF program) curriculum 4 high school students <http://t.co/WAgf3Ge> via National Association of State Foresters about 2 hours ago

THE LATEST FROM OUR BLOG

[Forest to Faucet](#) August 3, 2011

[Ohio Tree Farmers on Capitol Hill](#) August 1, 2011

What is social media?

Conversations about what *you* care about are happening everyday.

Social media can help you find and join them.



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What's out there?

Facebook (social networking)

Blogs (online journaling)

Google Alerts (news aggregating)



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Cathy Cooke's Photos - Profile Pictures

Photo 1 of 1 [Back to Album](#) · [Cathy's Photos](#) · [Cathy's Profile](#)



Added February 26 · [Unlike](#) · [Comment](#)

👍 You like this.



Write a comment...

From the album:
[Profile Pictures by Cathy Cooke](#)

[Share](#)

[Tag This Photo](#)

[Report This Photo](#)

What is Facebook?

An Internet-based community



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Facebook by the numbers

500 million: Number of registered users

73: Percentage of online Americans who visit Facebook each month

682: People who “Like” the ATFS page



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www.Facebook.com/AmericanTreeFarmSystem

facebook

Search

American Tree Farm System

Non-Profit Organization · Washington, District of Columbia · [Edit Info](#)

WOOD WATER
CERTIFIED FAMILY FOREST
RECREATION WILDLIFE

Wall American Tree Farm System · Most Recent ▾

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

Write something...

American Tree Farm System
The 2011 National Tree Farmer Convention kicks off this week in New Mexico! Stay tuned for updates :)
12 minutes ago · Like · Comment

American Tree Farm System
Latest forest policy happenings! <http://www.capwiz.com/forestfoundation/issues/alert/?alertid=52818521&type=CU>

Family Forest Action Update
www.capwiz.com

3 hours ago · Like · Comment · Share

2 people like this.

Write a comment...

James Walter Gustafson
Glad to find this site! Ours was VT tree farm of the year a decade ago. Still eager to promote the cause.
Saturday at 4:41pm · Unlike · Comment

You like this.

American Tree Farm System Great to hear from you, James!
23 hours ago · Like

Write a comment...

Wall

Hidden Posts

Info

Friend Activity

Photos

Discussions

Events

Notes

Edit

About [Edit](#)

The American Tree Farm System, a program of the American Forest Foundation, ...

More

682 people like this

Likes See All

Project Learning Tree (PLT)

National Walk in the Woods Day

American Forest Foundation (AFF)

Celebrate Forests

Why use Facebook?

Connect as a community

Share your stories, photos, memories

Collect ideas, learn about resources



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Action 1: Sign Up



Sign Up for Facebook

Join Facebook to **connect with friends, share photos** and **create your own profile**.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am:

Birthday:

[Why do I need to provide my birthday?](#)

Action 2: Like



The image is a screenshot of a Facebook interface. At the top, there is a blue navigation bar with the Facebook logo on the left and a search bar on the right. Below the navigation bar, the page is titled "James's Profile · American Tree Farm System's Profile". The main content area shows a post from James Walter Gustafson, who is identified as being from American Tree Farm System. The post includes a profile picture of James, a text message, and a timestamp. Below the post, there is a notification that says "You like this." followed by a comment from American Tree Farm System. At the bottom, there is a text input field for writing a comment.

facebook  Search 

James's Profile · American Tree Farm System's Profile

 **James Walter Gustafson** ▶ **American Tree Farm System**
Glad to find this site! Ours was VT tree farm of the year a decade ago. Still eager to promote the cause.
Saturday at 4:41pm · Unlike · Comment

 You like this.


 **American Tree Farm System** Great to hear from you, James!
23 hours ago · Like

 Write a comment...

Action 3: Comment


facebook

Greg's Profile · American Tree Farm System's Profile

 **Greg Shade** ▸ **American Tree Farm System**

I have a large stand of Eastern Hemlocks in TN. The Hemlock aphid is coming my way. Has anyone had any experience fighting this bug? I have read about the soil treating approach, but the cost and effort every three years has me wondering if it is sustainable. Help!!

July 27 at 5:30pm · Like · Comment

 **American Tree Farm System** Greg: Hemlock Woolly Adelgids (HWA) are an invasive insect pest originally from Asia, now working their way through stands of Eastern hemlock and Carolina hemlock with frightening speed. Though forest scientists are working very hard to find a solution, HWA can cause 100% mortality in forest stands. The most effective control methods are usually best suited to small and/or isolated stands or individual trees. Treating larger forest stands and scattered groups can be cost-prohibitive, and in many cases ineffective.

The most practical advice for owners of forest stands is to consult with a professional forester as to how to keep the stand vigorous and healthy, which can help thwart the spread of these insects. If your stand is isolated, you may be able to limit spread by cutting infested trees as soon as you can. Affected trees will have downy white specks under the needles—In extreme cases these will cover many of the affected needles and even parts of the surrounding stem.

Virtually every state within the range of HWA will have some information available—here's a link to one particularly useful site, hosted by North Carolina Cooperative Extension Service:
<http://www.ces.ncsu.edu/depts/ent/notes/O&T/trees/notes119a/notes119a.htm>

Best of luck.

July 28 at 2:14pm · Like



Action 4: Share



American Tree Farm System via Forest History Society



American Tree Farm System turns 70 « Peeling Back the Bark

fhsarchives.wordpress.com

On June 12, 1941, the nation's first Tree Farm was dedicated. The 120,000-acre Clemons Tree Farm in Washington, owned by the Weyerhaeuser Timber Company, received that designation with great fanfare—Washington Governor Arthur Langlie and other dignitaries were on hand for the ceremony. From that one

743 Impressions · 0% Feedback

📅 August 1 at 10:40am · Like · Comment · Share



American Tree Farm System via Mother Nature Network

There are about 180,000 American households living off of the grid--No power lines, no telephone lines, no sewer lines...living off solar power, wind power, and ingenuity. Could you do it? Article highlights properties in NM, OR, NC and CA.



Off-the-grid communities: 5 places carving a sustainable path

www.mnn.com

Learn about several communities around the United States where people live independent of any utility connections in sustainable, self-sufficient villages.

771 Impressions · 0.13% Feedback

📅 August 1 at 10:24am · Like · Comment · Share

👍 Ken Crowley likes this.

Write a comment...

Why blog?

Tell your story

People want to hear *from you*



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My Longleaf Pine Restoration Story



July 2, 2010 at 10:48 AM by [Salem Saloom](#)

In 2004 Hurricane Ivan wreaked havoc with its destruction to south Alabama. The day after the storm the stumpage price for our wood products were more than halved. After 5 months of logging clean-up and recouping only pennies on the dollar for salvaged timber, we decided to turn adversity into opportunity. Over the next 4 years we planted 450 acres of longleaf, and now we manage this ecosystem with prescribe burning, herbicide site prep and release and spraying for control and eradication of invasive species.

It was through incentive cost-share programs for replanting, control of invasive species, education for certified burn manager, wildlife habitat improvement programs, land recovery program that we were able to reinvest, replant and manage for sustainable forestry.

The results—an ecosystem that is thriving with wildlife including turkey and quail and the threatened gopher tortoise.

It has become our responsibility as family forest owners to manage our forest for improvement and sustainability.

We share and promote good forest management for future generations. We are actively involved in education through personal contacts, seminars, field days and programs such as Classroom in the Forest/Forest in the Classroom with school children on an annual basis. "Project Learning Tree," an American Forest Foundation program that is used to help educate teachers in environmental education. In May we had 500 people visiting our farm on two separate field days. One of these field days was titled "Longleaf Restoration and Wildlife Management."

There has been a dramatic decline in USDA-Forest Service Cooperative State and Private Funding from \$4million in 2007 to \$2.7million in 2010. This is just one example of the challenges that we all face. If these financial incentives are not there for the private forest owners to assist in good management improvements, then sustainability will be adversely affected. This is vital for future generations.

Tree Farmer Mathematician: Farm Bill Benefits Really Add Up



April 20, 2011 at 10:50 am by [Walt Lange](#)

With Congress beginning its work on the 2012 Farm Bill, we're looking to hear your Farm Bill stories. Share yours right here on the American Forest Foundation blog by submitting a comment in reply to Walt's story.

Despite a career teaching college mathematics, I often feel more at home out in the woods on my 32 acre farm in Ohio. Over the years, my wife, Donna, and I have poured ourselves into our land.

We have been working to improve the soil quality and eventually **we will leave it in better shape for our daughters**. In fact, when we bought the land, the soil was so dry and degraded that it literally drifted out onto the road. So we planted windbreaks, which have helped keep the soil in place in the years since.

Donna and I are now part of a regional initiative, the **Lake Erie Conservation Reserve Enhancement Program**, which is improving water quality in tributaries to Lake Erie by strategically investing in land conservation.

Through this program, we have been able to take farmland that flooded frequently—and transported pesticides and fertilizers downstream—and instead reforest eight acres of riparian buffer zones on the land. In addition, we planted grass strips in gullies, preventing the washouts that were all too common.

Why are Farm Bill conservation programs important?

Without the soil, we'd have nothing—no food, no land, no trees. We've got to protect it. **And that's exactly what the Farm Bill has allowed us to do.** We could not have completed all the forestry and conservation practices without the technical assistance of the various agencies and the cost-share funds to implement the various farm bill programs.



South Carolina Tree Farmers Lobby State Legislators Share

March 10, 2011 at 9:46 AM by [Walt McPhail](#)

Nearly 50 Tree Farmers, forest landowners and Tree Farm inspectors journeyed to Columbia to promote forests to state legislators. Priority issues included the importance of forestry to the state economy, the SC Forestry Commission budget, the Clemson Public Service Activities budget, and the South Carolina Department of Natural Resources budget. Additionally, participants expressed the importance of garnering legislator's commitment to pass the Prescribed Fire Act.

The Legislative Day was a success—participants enthusiastically educated state legislators on the critical role of forestry as the state's number one manufacturer. **The forest industry provides [more than 90,000 jobs with an overall economic impact of \\$17.3 billion annually](#).**

In addition, state House and Senate members received SC Tree Farm Committee information positively, proving that the event was a tremendous success. Impressively, participants were able to display the National Tree Farm exhibit in the capital's rotunda.

Furthermore, [resolutions were prepared by the General Assembly](#) highlighting the Tree Farm's 65th anniversary, while recognizing event participants in the chamber balconies. In particular, Bob Scott was recognized for 41 years of service as the South Carolina Fire Academy president, and Jeff Dennis was recognized as a recipient of the [Master Tree Farmer of the Year Award](#).

Events like this, combined with continuous communication with state leaders, are critical to ensuring that forestry is properly recognized for its extreme importance to the state's economy, environment, and quality of life.

Many thanks to Denise Bonnette, the [Tree Farm State Committee](#) chair, who coordinated the event. The [American Forest Foundation](#) provided funding. Tree Farm Committee members Tom Patton and Scott Phillips also played leading roles in event planning and execution, and George Kessler served as media spokesman.

Author Walt McPhail is a South Carolina Tree Farmer was the 2003 Regional Outstanding Tree Farmer of the Year for the southern region.

Why sign up for Google Alerts?

Cut through the online “noise”



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www.Google.com/Alerts

Google Alert for today

From: **Google Alerts** <googlealerts-noreply@google.com>
To: acooke@forestfoundation.org

Blogs

10 new results for **Social Media**

Social Media's Impact on Kids A Mixed Bag | Psych Central News

By Rick Nauert PhD

Social media has both risks and benefits to children, according to psychologists who study their effects. And some believe parents' usual efforts to monitor.

[Psych Central News](#)

Social media in the classroom | MNN - Mother Nature Network

By Jenn Savedge

Should students and teachers be banned from online communication or encouraged to connect?

[Lighter Footstep](#)

How mobile, apps and **social media** have changed the restaurant ...

By Niall Harbison

Once again technology and *social media* are bringing a whole new level of transparency to the world and that can only be a good thing.

[The Next Web](#)

How We Approached **Social Media** As A Brand New Business | Social ...

By Tahzeen

My friend, a former City trader, and myself, an ex PWC chartered accountant, were hit by the recession just like many others, so we decided to take advantage of the time we had, team up and start a new business - Jealous.

[Social Media Today - The world's...](#)

Social Media: The Pursuit of Happiness

By Deborah Mackay

The science behind our *social media* addiction.

[The Next Web](#)



We're here to help

acooke@forestfoundation.org

or

202-463-2731



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Thank you!

Q&A



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Twitter Success

