'Is Die Hard a Christmas movie?' Does Rudolph count as an original reindeer? The holiday debates this season are shaping up to be epic. So, rather than add fuel to that fire, we’re going to give you something that is not up for debate: The fact that we reached - nay surpassed - our 2019 Engagement goal [of 100k meaningful engagements] for the year, and we still have one month to go!

To put it another way, when we closed out last year with 10 million impressions, we had 5k followers and and some 50k engagements. When we hit 10 million impressions this year, not only did we do it a full month earlier, but we added 11k followers and had more than 100k engagements. **Meaning that with the same distribution we increased our followers by 120% and our engagements by 102%**. It is also worth noting that these impressions neglect our two most productive channels in Facebook and Instagram.

But something is missing. Like remembering the milk and cookies for Santa but forgetting the 8 carrots for the reindeer (Rudolph doesn't get one. He's not a real reindeer). Our metrics to-date have been measuring **only #forestproud's efforts**: Our posts. Our campaigns. Our distribution. Our engagements.

But that's only half the story. What happens to content used by members or fans? What happens to messages shared by strategic partners? How big is the #forestproud community? What does it look like? These are the questions we've been working to answer for the last several months, and using the latest in social listening capabilities, we've started to crack that chestnut.
While the data is still preliminary, we're currently seeing more than 1,000 unique authors [read: members, partners, and fans using #forestproud content] per month. Those posts generated more than 12 million impressions and nearly 50k engagements in just the last two months. While we're still refining the machine and analyzing the data, the takeaway is that the #forestproud community is strong and getting stronger. It's a testament to the quality of our content, the quality of our partners, and the appetite of our audiences for natural solutions to the pressing societal challenges we face.

Starting in 2020, we will start including this community data into our metrics so you can see how growth at #forestproud is magnified growth for our community. And just like Santa is always watching, or big tech is always listening, so too will #forestproud. Choose your actions accordingly and stay tuned!

Have questions about anything in this update? Feel strongly we have our reindeer roster wrong? Shoot us a note.
#7DaysOfForestproud

A Holiday Give-Away

Last minute shopping before the holidays is the worst. You know what is not the worst? Last minute giving. Starting this week, we will be giving away one #forestproud-themed gift every day for the next week.

Yup. Every. Day.

How do you win? Keep an eye on our social channels (Facebook, Twitter, Instagram, Linkedin) for all the details. Happy holidays and good luck to everyone participating! Have a question. Shoot us a note.

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Metrics Dashboard

November 2019

What does it all mean!? We have the answers.

October’s metrics are available at three levels below. Previous months data can be found in the Member HQ.

- Tier 1 | Quick Reference (1 page)
- Tier 2 | Detailed Dashboard (5 pages)
- Tier 3 | The Whole Enchilada (by request only)

Have a question? Want to talk specifics? Shoot us a note.

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Partners in Community Forestry | Feature Photo

We had a great time at the Partners in Community Forestry Arbor Day Conference
talking about urban wood from coast to coast, sharing our RECLAIMED video, and reimagining cities with colleagues. (Bonus, we also spotted our t-shirt in the crowd at the reception. Thanks Steven Koehn, USFS, for this photo opp!)

Want a t-shirt? Shoot us a note!
In Case You Missed It

Q3 Update

Relevant vs. Engaging - A look at our progress YTD

In our Q1 update, we defined our ROI over the short, medium, and longer term. In Q2, we identified the need to start measuring outcomes over outputs in order to really change the conversation about the forest sector. In Q3, we're doubling down on content marketing and asking the question: What’s more important: Relevant or Engaging?

We also look at our metrics through the third-quarter and how they stack up against our 2019 goals. You can find the full update here: 2019 Q3 Update

Video Promotion

‘GUARDIANS | The Emmerson Family’ In November, we released the video we shot with Sierra Pacific Industries on what being a Guardian means to the Emmerson family. We’ve dialed back our promotion, but continue to work with members and partners to share. Materials are in media kit.

Questions? Shoot us a note!
We're Quite Social

How to #forestproud. A 5 step guide:

1. Follow us on Instagram, Facebook, Twitter (@forestproud)
2. Get #forestproud stickers and put them on everything
3. Get a #forestproud t-shirt and wear it everywhere
4. Take pictures and share them with the world
5. Tag us (@forestproud) or use the hashtag: #forestproud