October 2019

'Show of Hands...' Who has Halloween candy left? Yeah. We don't either. What we do have though is another solid month of updates, including a recap of all the meetings and conferences we participated in in October, an update - including some great pictures - from our in-person board meeting, and some exciting news about our 2019 goals...

OK, OK, OK - we'll start with the exciting news first: At the start of the year, we set a goal to add 10k fans and followers to our social channels. We are beyond stoked to share that we hit that goal in October. Nearly three months ahead of schedule! In fact, numbers across the board for October were solid. We added more than 1k fans and followers across our channels, distributed content to more than 625k people, and generated just under 30,000 combined engagements. As always, full details on our monthly performance are in the dashboards below.

There is something about October and forest meetings and conferences. We were beyond delighted to attend the SFI Conference in Richmond, the USIPA Conference in Miami, the NAFO meeting in Denver, and the SAF National Convention in Louisville. We also managed to squeeze in our in-person board meeting in Washington, DC. While we are glad to be home now and sleeping in our own beds, it was awesome to connect with so many of you in person and see the enthusiasm for #forestproud out in the wild. We know we were not the only ones with hectic schedules last month, so a special thank you to everyone who made time to be with us in DC.

*Side note: If there is any correlation between the Nats winning the World Series and our Board meeting being held in DC, just go ahead clear your schedules for the next couple*
years and plan to meet us back in The District.

We continue to work with the Board, our strategy team, our communications team, and our carbon team to finalize our content strategy for 2020. We’re getting close and so look forward to sharing more details before the end of the year.

All in all, it was another busy and productive month. Have a question about anything in this update or content for next year? Shoot us a note.

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What's Happening

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, SPI

Next week we will start rolling out the video we shot with Mark and Red Emmerson of Sierra Pacific Industries on what being a Guardian means to them. We plan to run the campaign from **November 11 - November 29**. To help share this story, we've created an open access media kit with clips, images, and copy - all optimized for social media. Look for a separate note in your inbox with all the details.

Haven't seen it yet? GUARDIANS | The Emmerson Family

**this content is embargoed until November 11**

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**Metrics Dashboard**

October 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](#).
Put it On Your Calendar

December Video Promotion: Katerra Profile

Last month we gave you a sneak peak at our completed video project on mass timber manufacturers: Katerra. We are currently working with our partners to build out the promotional campaign, which will kick-off in December. If you haven’t seen the video yet, you can watch it here:

Katerra Profile (Title TBD)

**this content is embargoed until December 2019**

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In Case You Missed It

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Thank You!

'Q4 Board Meeting‘ We held our once a year in-person board meeting in D.C. last month. We dug into our performance YTD, our plan for content in 2020, as well as our goals for next year. We know that this is a hectic time of year for everyone, so really appreciate everyone who could make the trip. A special thanks to the U.S. Forest Service for hosting us!

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Video Promotion

'RECLAIMED‘ In October, we promoted our video on The Urban Wood Project in Baltimore. We’ve dialed back our promotion, but we continue to work with members and partners to share. All materials can be found in the RECLAIMED | Media Toolkit.

Questions? Shoot us a note!

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Video Promotion

‘GUARDIANS | Susan Jones‘ In September, we promoted the first video in our guardians series on Susan Jones. We’ve dialed back our promotions, but we continue to work with members and partners to share. All materials can be found in the Susan Jones | Media Toolkit. Happy sharing!

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