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## **August 2020**

We love that animation in the header from our friends over at [NAFO](#). Curious what else they're up to? You should check out their [IG feed](#).

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Hard to believe summer is already coming to a close. We're not time scientists, but we're pretty sure that things are moving faster than ever. On September 1st, we had our Q3 Board meeting and gave an update on our performance YTD. We looked at content development, our metrics - including our new insights, tools, and capabilities - as well as our continued work on providing value beyond content, or, what we have coined as 'Content Plus (+)'.

Coming off the success of that meeting, we thought we'd use this month's update to provide a broad look at our performance this year to the larger community.



### **Content Production 2020**

Let us start by setting the stage. At the beginning of the year, we identified 4 film projects with some pretty exciting partners including Taylor Guitars and Alaska Airlines. We also - in response to positive feedback from our members - made a decision to double down on producing video short content on forest sector 'basics' - what we have been calling Block + Tackle Content. We set a goal for ourselves to produce 1 per month, or 12 total for the year.

Fast forwards through 250+ days, a global pandemic, a crazy election cycle, mounting social tensions, and another horrific wildfire season, and our content strategy looks a little different than when we started. We had to put nearly all of our film projects on hold, though we did release (and successfully launch) our film in response to COVID-19 called '[Standing Proud](#)' and we continue to work with Enviva on a remote production film focused on the future of bioenergy. With our feature films off the menu, we decided to use this freed up bandwidth to ramp up our block + tackle production.

Working with the Communications Team, we have completed 16 of those videos YTD. **Or 133% of our yearly goal.** In light of how much the world has changed this year, we polled the Communications Team on new topic priorities and received marching orders for another 15 video topics. Those videos are in production now, meaning we are on track for 30 videos this year.

***TL:DR:** We're on track to close 2020 with 2 feature film and 30 video shorts. 50% of our*

*planned film content and 250% of our planned Block + Tackle content.*

## **Metrics 2020**

We started first by measuring our metric performance against ourselves, looking specifically at how our organic audiences and content distribution grew each month. We expanded our capabilities at the beginning of this year to start measuring how #forestproud content was being used by members, strategic partners, etc. We wanted to know how many people were using it (reach), how far was it going (awareness), and how many people were engaging with it (engagements). We now call this the #forestproud community and can conservatively say that the community provides a 3x-5x multiplier of our organic efforts.

So, what's missing? How we're reaching people beyond the sector.

This year we finally cracked the nut on how to normalize campaign data across channels and we have added those insights into our monthly metrics reporting. With this capability we have rounded out our analysis and are able to confidently point to how different content and messaging moves through digital channels and partners, and how it resonates and performs with key audiences - chief among them, those people outside of the sector.

***TL:DR:** We now have the clearest insights into who is using our content and how it is performing at three different levels: Our organic efforts, the growth and use of our content beyond our efforts (the community), and the impact of our content beyond the sector (paid campaigns).*

## **Content Plus (+)**

So we have an awesome library of content and we know how it is being used. What do you do with that information? Well, two things. First, we take that data and we create a positive feedback loop, feeding it back into our content development and distribution processes, making content development more efficient and more effective. Second, we take that same information and package it into a series of tools that provide intelligence and actionable insights to our members. This is Content Plus (+).

It includes a social listening report analyzing sector-wide trends and conversations, a carbon bulletin that aggregates and tracks the latest commitments, science, news, etc. and - eventually - a trust index that serves as a high-level barometer of sentiment and feelings towards the

sector, our work, and our products.

We started releasing a beta version of our social listening reports in March and our first Carbon Bulletin is slated to go out in the coming weeks. We still have plenty of homework to do on a trust index, but the conversations continue.

*TL:DR: Value above and beyond content creation. Content Plus (+) is helping us hone our production and distribution while providing actionable insights to our partners. A win-win.*

### **As Always, There is More to Come**

We continue to work with our members and strategic partners to refine our processes, hone our distribution, and build value that extends well beyond content creation. It has been a weird year, but we are genuinely excited about what this community has come together to build.

And we're even more excited to see what comes next.

**- The #forestproud Team**

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# What's Happening

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## New Videos

### Block + Tackle

This month we added 2 new Block + Tackle videos to our growing [library](#) One on [Forest Certification](#), and another on [Working Forests](#).

We currently have another eight other Block + Tackle videos in production. Over the coming weeks we will be working the Communications Team to finalize and distribute these.

Have a question? Want to talk specifics? [Shoot us a note](#)

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## Metrics Dashboard

August 2020

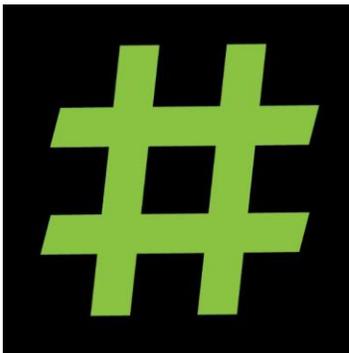
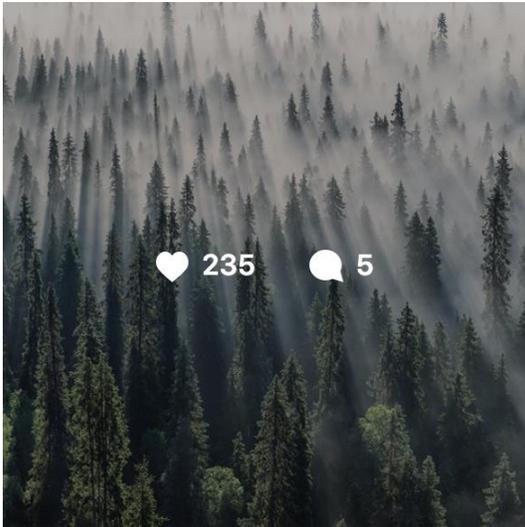
**Reach. Awareness. Engagement.** The data behind what went down this month, looking at both our own performance, the growth of the #forestproud community, and our campaigns. Available at three levels of detail:

- Tier 1 | [Quick Reference](#) (1 page)
- Tier 2 | [Detailed Dashboard](#) (13 pages)
- Tier 3 | The Whole Enchilada (by request only)

Have a question? Want to talk specifics? [Shoot us a note](#).



## In Case You Missed It



### 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



