



## THE FTN GUIDE TO DIGITAL COMMUNICATION

# All you need to know about **Facebook**

There are more than 2.2 billion monthly active users on Facebook – one out of every three people in the world. Thus, some of your potential customers or people you want to influence are definitely using it, too. A lot of forestry professionals are constantly on the go. Their smartphone is their connection to the outside world, their chance to engage with virtual communities. If they are on Facebook, you have a good chance to reach them with your ideas! If you have never even seen Facebook before or don't really use it, check FTN web resources for a beginners guide.

Follow Confor at [www.facebook.com/forestsandwood](http://www.facebook.com/forestsandwood)

In the second of FTN's new series of guidance articles, **Stefanie Kaiser** looks at Facebook



## 5 reasons to use Facebook

### 1 Campaigning

Engage with the general public to communicate key forestry messages and help change misguided perceptions.

### 2 Advertising

You can advertise your products indirectly, through posts that talk about your product, but embedded in a personal post. This works best if you already have an engaged followership. You can also ask your followers to post on your behalf.

A very useful tool is paid Facebook advertising. It allows you to reach very targeted audiences that are currently outside of your network. Visit FTN web resources for more guidance.

### 3 Event promotion

Any Facebook user or page can create an event and invite other organisations to co-host the event

and therefore reach more people.

*More in FTN web resources.*

### 4 Build your brand

With the right pictures and posts, you can 'humanise your company' and become more approachable for your clients. For the forestry sector, using photos of people is not a bad idea!

### 5 Create a community

A Facebook page makes it easier for people with an interest in your business to engage with you. If you offer interesting content and a good platform for others to interact with you, they will 'spread the word' to their facebook peers. Building a community will help you grow an audience – which is helpful for any future campaigns or advertising!

## Get started

### 1 Define your objective

Do you use Facebook for advertising?

To raise your profile?

To engage with your clients?

To promote general messages that help the sector and your business?

### 2 Know your audience: Find out who is on Facebook

Your costumers?

Your competitors?

The general public – what kind of people?

Are these audiences relevant for your marketing objectives?

You might find out that Facebook is great for some of your business or campaign objectives, but that in other cases, maybe for political lobbying, other channels such as Twitter might be more suitable.

### 3 See what others are doing

How active are your clients and competitors on Facebook and what do they post? Let them inspire you!

### 4 Set up a page or account.

You can set up a personal page or a business page.

### 5 Think of what you are going to post

How would you talk to your target audience and what interests them? Think of content that you can produce regularly.

Use photographs and text.

Try to post several times a week, or daily for intensive campaigns (or if you have dedicated marketing people).

Have some content in stock, especially at the beginning.

### 6 Promote your page

Link and comment on other posts using your Facebook page.

Use targeted Facebook ad campaigns.

Link to your business page from your personal profile.

Link to your Facebook page from your other.

professional network channels.

Use your Facebook business page URL in your email signatures or adverts.

*More on how to get started in FTN web resources.*

## Is Facebook safe?

There have been a lot of stories in the media recently about Facebook selling our data and using it to influence us. Facebook is still a useful tool to get your messages out, and following some common-sense rules will keep you safe:

**Never put anything on Facebook which should be kept private.** The simplest thing to do is to change your Facebook settings so that everything is 'public' and you will not be tempted to use it for private communications. **Don't use Facebook as your only source of information.** Facebook will show you things which your other posts suggest you are interested in, making it seem as if everyone is confirming your prejudices and conspiracy theories. This is why it is being accused of having undue political influence for example in electing Donald Trump. Read different news sources, and research stories you are interested in before weighing in to react.

As Stuart Goodall writes on p.5, rather than disengaging from the messy world of modern media, putting out trustworthy stories and information about our industry is good for us, but also good for our society.

## Why I use Facebook

### Forest Machine Operator Blog (23,000 users!) Mark Curtis

I use Facebook as I find it a quick and easy way for people like myself working in the wood to communicate worldwide and share different techniques on the way we go about our work. Also its good for guys who are staying away from home to have a chat and laugh with others in the same environment.

#### My tip to new users of the FMO blog:

Get involved and post things you think are relevant and always remember there is no such thing as a silly question, only a silly answer!

### JAH Forestry Ltd Jonathon Hastie

We mainly use Facebook for advertising to our stakeholders.

It keeps a wide audience informed of our services and examples of the quality of workmanship.

It gives us great pride to share on Facebook brief snapshots of our efforts to deliver what we promise to our clients. It also creates a sense of community by sharing ideas and examples to improve the tree planting sector as a whole.

#### My tip for new users:

Content! Keep it fresh, topical and varied. Use high-quality pictures and videos to share your story, they can be worth a thousand words.

### FTN WEB RESOURCES



Beginners guide  
How Facebook can help a business  
Promoting events on Facebook  
Growing audiences  
Facebook advertising  
[www.confor.org.uk/ftnweb](http://www.confor.org.uk/ftnweb)



## Forestry on Twitter

Recent highlights from the world of trees and timber on social media

This eclectic selection brought to you by @eleanormharris demonstrates the power of social media to generate a momentum which changes the way we see the world. For International Women's Day on 8 March, the Institute of Chartered Foresters asked its female members to post a photo of themselves tagged #ILookLikeAForester. This is part of a series of similar campaigns by female engineers, surgeons, professors and others to change perceptions of their jobs. It was a huge success: here is a small selection of Confor members who took part, but check out the hashtag on twitter to see the full list.



### FTN WEB RESOURCES



All links to tweets can be found at  
[www.confor.org.uk/ftnweb](http://www.confor.org.uk/ftnweb)