



# Communication Plan for the Shortleaf Pine Initiative

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Robert D. Sutter

Enduring Conservation Outcomes

# Objectives



- Overview of the Communication Plan
  - Approach
  - Content
- Discuss Recommendations
  - Increasing your role in communication
  - Serving on a working group
  - Supporting an increase in staff

# Why a Communication Plan?



A comprehensive set of actions to  
strategically focus, guide and enhance  
future communications

# Key Elements of a Communication Plan



# Audiences

- Policy and Decision Makers
- Land Managing Agencies
- Forest Industry
- Forestry Research
- Forestry Consultants
- Wildlife and Hunting Community
- Non-Profit Conservation Entities
- Prescribed Fire Entities
- Private Landowners
- Interested General Public



# Audiences



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Key Influence Leaders  
Lead Messaging  
Primary Communication  
Channels

# Key Elements of a Communication Plan



# Messaging



- What is communicated to each audience
- Clear, Concise, Engaging
- Resonates with the audience
  - Most proximate to their interests
  - Open the door to share more information



# Key Elements of a Communication Plan



# Communication Channels



- Biennial Conference and Sponsored Workshops
- Presentations
- Printed Materials
- Webinars
- Website
- Social Media
- Shortleaf Mobile App

# Key Elements of a Communication Plan



# Key Elements of a Communication Plan



## Core Message and Goal



# Elements of a Communication Plan



Core Message and Goal



Measures and Evaluation

# Audiences

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# Land Managing Entities



- Agencies, organizations, and individuals responsible for managing land
  - Primary Interests: restoration and management, ecosystem values
  - Key Influence Leaders: USFS, State Forestry, Wildlife Agencies, The Nature Conservancy

# Land Managing Entities



- Lead Messaging
  - Shortleaf Pine Forests are an important ecological and economic resource
  - Wide range of values for wildlife species, at-risk species, pollinators, and water and air quality
  - Prescribed fire is an important management tool, with thinning and other management activities
- Primary Communication Channels
  - Conferences, Publications, Website



# Forestry Consultants



- Individuals or firms that advise private landowners on the economics, planting, and management of shortleaf pine
  - Primary Interests: reflect those of the landowner and the economics of growing shortleaf pine and associated wildlife habitat values
  - Key Influence Leaders: Association of Consulting Foresters, Society of American Foresters, and other regional and state forestry associations

# Forestry Consultants



- Lead Messaging
  - Shortleaf pine is a valuable commercial timber tree
    - Strong wood
    - Withstand drought and fire
    - Excellent for saw timber and poles
    - On the right site and location, it is a good tree to grow
  - Excellent wildlife habitat, leasing lands for hunting, potential of incentive programs and conservation easements, and aesthetic values
- Primary Communication Channels
  - Association of Consulting Foresters, Society of American Foresters, and other regional and state forestry associations, SPI website

# Communicating Shortleaf Pine Restoration



- Majority of Americans support conservation
- Who communicates conservation is important
  - Credible speakers: biologists, foresters, state national resource staff, conservation organizations
- Use of words is important
  - Conservationists – not environmentalists
  - Natural Resources – not ecosystems
  - Fish and Wildlife – not biodiversity
  - Voluntary Land Protection – not easements

# Communicating Shortleaf Pine Restoration



- Climate Change
  - Supported by majority surveyed
  - Partisanship, Geography, Age, Race, Priority
  - Discuss in terms of proximate impact
- Prescribed Fire
  - Supported by majority surveyed
  - Benefits to people, communities, fire fighters
  - Benefits to wildlife, water, pollinators
  - Controlled burns – rather than prescribed fires
  - Emphasize well trained fire practitioners

# Communication Channels



- Biennial Conference and Sponsored Workshops
- Presentations
- Printed Materials
- Webinars
- Website
- Existing Social Media
- Shortleaf Mobile App

# Conference and Workshops



- Hold a Biennial Shortleaf Pine Conference
  - Awards structure recognizing individuals and organizations across the spectrum of participants
  - Networking time
  - Field trip



# Presentations



- Strategically approach
  - influence leaders
  - New or diverse audiences
- Introduction by a trusted person
- Shorter presentations – more time for questions and interactions
- Link to additional information
- Provide a sign-up sheet
- Expand number of presenters



# Printed Materials



- Concise, topic specific
  - Should You Be Growing Shortleaf?
  - Improving Wildlife Habitat with Shortleaf Pine
  - Restoring the Legacy of Shortleaf Pine
- Biennial publication on the State of Shortleaf


# Webinars



- Host a webinars series on shortleaf pine
  - topics related to conservation, restoration and forestry of the species and its ecoregion.
- Engage different presenters

# Website





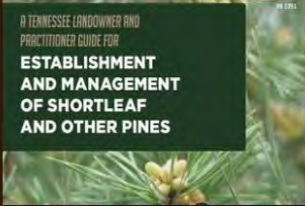
RESTORING AN AMERICAN FOREST LEGACY

SHORTLEAF PINE INITIATIVE   WHY SHORTLEAF?   GROWING SHORTLEAF   MEDIA & RESOURCES   TOOLS & DIRECTORIES   CONTACT

Search Site




## Landowner & Practitioner Guide for Growing Shortleaf Pine

New publication from UT Extension



**Shortleaf pine (*Pinus echinata*)** forests and associated habitats contain extraordinary cultural, ecological, and economic value by providing wildlife habitat, recreational opportunities, enhanced water quality, and high value wood products. Despite these values and services, shortleaf pine has significantly declined across much of its 22-state range.

This website was created to provide the essential tools and resources necessary for restoration of shortleaf pine.



**WHY SHORTLEAF?**   **GROWING SHORTLEAF**   **TOOLS & DIRECTORIES**

# Website



- Make more dynamic and changing
- Expand list of demonstration sites
- Provide more information on cost-share programs

# Social Media



## Facebook

- 68% of all US adults, 55% of those 50+, 80% all younger age groups
- 74% use more than once a day

## Twitter

- 45% of 18-24, less than 25% of those 30 and older
- 90% also use Facebook

## LinkedIn:

- 25% US adults, 50% with a college degree, high income households
- 90% also use Facebook, 57% also use Instagram

## Instagram:

- 35% US adults, 40% of the 30-49 age group, 16% of the 50+ age
- 60% use Instagram daily
- 91% also use Facebook, 41% also use LinkedIn

# Social Media



- Focus on only 1 or 2 channels
- Ensure content is specific for the intended audience
- Maintain the social media sites with frequent and meaningful postings
- Measure use, e.g. Google Analytics, to learn and improve content

# Mobile App



- Audiences: forest landowners, forest managers, forestry consultants, and wildlife consultants
- Is shortleaf an option?
  - Site and distribution data
  - Landowner interests
- Locational Information
  - Potential forest types
  - Agencies, consultants, non-profits
  - Demonstration sites, natural areas
  - Mills and forest products firms
- Link to website and other information

# Next Steps Communication Plan



- Review, refine, prioritize
- Develop implementation plan of priority actions with
  - Tasks
  - Lead individuals
  - Timeframe



# Next Steps Communication Plan



- Steps WE can implement
  - Communications
  - Presentations
  - Webinars
  - Printed Materials
- Steps the required expanded staffing
  - Coordination
  - Website and App

