



LEVERAGE THE SFI LABEL

2021 SOCIAL MEDIA PLAYBOOK FOR LABEL USERS

updated June 2021

For more tips and strategies on engaging with SFI in your social media, contact Daniel Pellegrom, VP of Communications, at **media@forests.org**.

Find more resources for companies and organizations like yours, visit: **forests.org/members**.

Follow us on social media



CONNECTING WITH SUSTAINABILITY

Our mission is to advance sustainability through forest-focused collaborations. We want you to feel confident talking about what our organization is doing and, even more importantly, why your organization uses the Sustainable Forestry Initiative label.

We’ve developed these guidelines to help you understand how our actions at SFI support your sustainability goals and to help you connect directly with consumers, investors, and other NGO partners on the social and environmental issues they care about.

We believe collaboration is the only way to truly make a difference for our world. This playbook is one way to help you spread the word to consumers about the importance of sustainable action—and about your actions, specifically.

WHY ENGAGE WITH SFI IN YOUR SOCIAL MEDIA CHANNELS?

More than 30% of consumers rely on third-party certifications to know which products are sustainable, and in general, they trust certifications significantly more than they do large companies or advertising. Specifically, 90% of consumers who have heard of SFI say they trust us. So when you use the SFI label, you give consumers a good reason to trust your organization and associate it with sustainable action.

It starts with using the appropriate SFI label on your products or packaging, but it doesn’t end there. Social media is your opportunity to make the connection between the SFI label that consumers see on your products and packaging and what that really means for our world and communities.

NEXT-LEVEL COLLABORATION:

We can also plan social media engagement and interaction together. Contact Daniel Pellegrom, VP Communications, at media@forests.org to let us know you’re interested.

PUTTING THIS PLAYBOOK TO GOOD USE

This document serves as your guide to including SFI and sustainability in your social media outreach. We’ve included sample posts as well as tips and tactics to make your posts easy, consistent, and accurate. You are free to use our sample posts verbatim or let them serve as your inspiration.

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READY TO ENGAGE?

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SFI SOCIAL INFO

CONNECT WITH SFI ON THESE SOCIAL PLATFORMS

First things first: **Follow SFI** on the social media accounts listed below and then be sure to **tag SFI** in your relevant posts. (Note that **we have different handles** on different social media platforms.)

This will make it easier for you to share relevant information from us with your audience and ensures that we can tag and reshare posts from you. (Some platforms don't allow you to tag someone unless they already follow or like your page.)

When your organization and SFI interact on social media, **we can help you amplify your voice by sharing your sustainable actions and ideas with our audiences.**








	PLATFORM	SOCIAL DIRECT LINK	SFI HANDLE
	FACEBOOK	www.facebook.com/SustainableForestryInitiative	@SustainableForestryInitiative
	TWITTER	twitter.com/sfiprogram	@sfiprogram
	LINKEDIN	www.linkedin.com/company/sustainable-forestry-initiative-inc-/	@sustainable-forestry-initiative-inc-
	YOUTUBE	www.youtube.com/user/SFIProgram	N/A

TAGGING PROJECT LEARNING TREE

If you'll be posting about SFI's environmental education program, please tag SFI and Project Learning Tree. Note that Project Learning Tree (U.S.) and Project Learning Tree Canada have different handles.

	PLATFORM	PLT U.S. SOCIAL DIRECT LINK	PLT HANDLE
	FACEBOOK	www.facebook.com/projectlearningtree	@projectlearningtree
	TWITTER	twitter.com/PLT	@PLT
	YOUTUBE	www.youtube.com/user/ProjectLearningTree	N/A

	PLATFORM	PLT CANADA SOCIAL DIRECT LINK	PLTC HANDLE
	FACEBOOK	www.facebook.com/PLTCanada	@PLTCanada
	TWITTER	twitter.com/PLT_Canada	@PLT_Canada
	LINKEDIN	www.linkedin.com/company/PLT-Canada	@PLT-Canada
	YOUTUBE	https://www.youtube.com/channel/UCKxYa9d8SYTDz0RwaSi45cw	N/A
	INSTAGRAM	https://www.instagram.com/pltcanada.official/	@pltcanada.official



#HASHTAGS

AMPLIFY YOUR MESSAGE USING HASHTAGS

Using a combination of hashtags that are 1) specific to SFI and 2) more generally relevant to the topic will help your message get in front of a wider audience. The list to the right, while not exhaustive, includes a wide variety of relevant hashtags.

The hashtags to the right are grouped by topic. Consider how you can create posts that show the connection between topics—for instance, a post that would make sense to tag with both **#recycling** and **#climateaction**. Lasting impacts are created by finding solutions that tackle multiple challenges at once.



#SFI

#GrowingSolutions

#BetterChoicesForThePlanet

#certification

#sustainability

#green

#environment

#forests

#sustainableforestry

#conservation

#wildlife

#healthyhabitat

#cleanwater

#climatechange

#climateaction

#conservation

#conservationimpact

#environmentaleducation

#enviroed

#greenjobs

#MyGreenJob

#community

#circulareconomy

#recycling

#SDG4 (inclusive and quality education)

#SDG6 (water and sanitation)

#SDG12 (sustainable consumption and production)

#SDG13 (climate change)

#SDG15 (sustainably managed forests, biodiversity)

#SDG17 (sustainable development)





IMAGES

BOOST ENGAGEMENT WITH IMAGES

Capture your readers' attention by adding a relevant photograph to each of your posts. **Research shows that posts with photos have a 2.3x higher engagement rate.¹**

Amplify the effect of your posts by choosing photos that align with both your brand and the specific message. Ideas include people enjoying your product or a professional photo of the product itself. Ensure that the photos you use are high quality and that you comply with all copyright regulations.

You can also tag SFI in the photo so that we know to engage with your post.

¹ Buzzsumo. <https://buzzsumo.com/blog/how-to-massively-boost-your-blog-traffic-with-these-5-awesome-image-stats/>



VOICE AND TONE

FROM SFI'S VOICE TO YOURS

Throughout this playbook, we'll be offering prewritten social media posts and tips for translating our information into your story.

Our starting point is, of course, our own brand and voice. Getting a sense of who we are and how we talk will help you quickly and easily decide which of our suggestions work as-is for your brand and which ones will require some tweaking to take on your brand's unique voice.



SFI IS ...	WE DO ...	WE DON'T ...
<p>PASSIONATE</p> <p>We're dedicated to providing powerful tools to achieve shared goals such as climate action, forest conservation, education, and sustainable economic development.</p>	<ul style="list-style-type: none">• Focus on the why, not just the what or how• Invite others into the mission of caring for people and the planet• Make the connection between what SFI does and what that means for consumers	<ul style="list-style-type: none">• Focus exclusively on the SFI standards• Dwell on potentially divisive topics• Forget to balance passion with humility and pragmatism
<p>EXPERT</p> <p>We combine forest sector expertise, science, economics, best practices, and community outreach to develop research-driven, real-world solutions to our world's biggest challenges.</p>	<ul style="list-style-type: none">• Find intersections between our mission and other experts' work• Look for new opportunities to learn and conduct research• Engage with scientists and other experts in their fields	<ul style="list-style-type: none">• Give advice for, or critiques of, another organization's approach to sustainability• Make claims we can't back up• Sound cold or use jargon
<p>COLLABORATIVE</p> <p>We leverage relationships with communities, individuals, and other organizations. We respect their work, values, and ideas.</p>	<ul style="list-style-type: none">• Give shout-outs to others who are living out our sustainable values• Stay informed about evolving social issues that affect the community	<ul style="list-style-type: none">• Conflate respect for others with shared politics• Speak from a singular cultural narrative
<p>FUN</p> <p>Sustainability is always critical, but that doesn't mean it's always serious. Nature and community are incredible sources of fun, joy, and hope.</p>	<ul style="list-style-type: none">• Highlight people being active in nature and their communities• Look for positive stories in the midst of difficult times	<ul style="list-style-type: none">• Make light of serious situations—we carefully consider when fun is appropriate• Use fun posts to hide from hard topics

PREWRITTEN POSTS

EVERGREEN SFI POSTS

Our aim is to make engaging with consumers about sustainable forestry as simple and streamlined for you as possible. The posts below accurately reflect facts, figures, and values from SFI.

Feel free to use the posts as they're written, or let them inspire posts that still accurately reflect SFI while more closely aligning with your brand voice and specific goals or markets. Each post is written to fit safely within Twitter's character limit. You can expand the posts as desired when you use them on platforms that allow larger character counts.

We've included informational posts, conversation starters and posts that specifically connect to your product and packaging. **Where you see bracketed phrases, such as "[product/packaging]," please choose the term that is most appropriate for your organization.**

Please be sure to tag SFI in your post! (See the list of our social handles on page 6.) If you are not incorporating SFI's social handle in the post, it will be beneficial to tag SFI in the photo so we can engage and increase your post's reach.





BIG PICTURE

[Brand] believes healthy #forests mean a healthy future for us all. That’s why we use [products/packaging] certified by the Sustainable Forestry Initiative. Together, we can all make better choices for forests and communities. **#BetterChoicesForThePlanet**

By choosing [products/packaging] certified by the Sustainable Forestry Initiative, [Brand] invests in well-managed **#forests, #conservation** research, community engagement and **#EnvironmentalEducation**.

The Sustainable Forestry Initiative addresses local, national and global challenges through forest-focused collaboration with researchers, companies, and communities. **#sustainability #sustainableforestry #GrowingSolutions**

Today, we’re launching our new [specific product/packaging]! Look for the SFI label on it. This label means we can feel good about the [material/product/packaging] we’ve chosen. Check out [SFI’s handle] to learn why you can feel good about it, too! **#sustainability**

Sustainably harvested forest products are renewable and recyclable, plus they sequester carbon. That’s why [Brand] chose [wood/paper/cardboard product/packaging] certified by [SFI’s handle]. Learn more about decisions we make to advance **#sustainability** at [Brand URL].

SFI-certified #forests and products are powerful tools to achieve goals like **#climateaction**, reduced waste, conservation of biodiversity, education of future generations, and sustainable economic development. **#GrowingSolutions #sustainability**

We choose SFI-certified **#sustainable** forest products because it is a great way to combat **#climatechange**, protect species, reduce plastic pollution, and protect water supplies. **#BetterChoicesForThePlanet #sustainability**

#Climatechange, #diversity and **#biodiversity**, clean water, the future of our youth, the importance of a walk in the forest, and the resilience of our communities—these are some of the important issues that the #SFI community is working to address.

HOW THESE POSTS ARE ORGANIZED

We’ve organized posts by the four “pillars” of SFI: standards, conservation, community, and education. We’ve also included a “big picture” category, which highlights the intersection between SFI’s pillars.

You’ll see that subject matters like climate change and water are represented under multiple pillars. This is because it is at the intersection of these four pillars where present and future community and global change occurs.

HOW TO REFER TO SFI

Keep in mind that not everyone in your audience will be familiar with us. Even though you are tagging us in each post, our handle alone may not give readers enough information. If you refer to us as SFI or tag us by our Twitter handle, “@sfiprogram,” make sure there are enough context clues for readers to grasp what we stand for—sustainable actions, healthy forests, healthy communities. If in doubt, use our full name (our LinkedIn and Facebook handles work for this) so that everyone can immediately know what you’re talking about.



STANDARDS

#Forests capture and sequester carbon. When they are sustainably managed, they can capture even more. That's why we choose SFI-certified [product type/packaging]. It comes from forests managed with **#climatechange** in mind. **#SDG13**

370+ million acres of SFI-certified working **#forests** bring together high **#sustainability** standards and economic value. They provide both animal habitat and jobs. When you see the **#SFI** label, you can feel good about where our [products/packaging] came from.

We choose [products/packaging] certified by [SFI's handle]. SFI's high standards for working **#forests** ensure watershed protections that benefit animals and provide for the needs of millions of people who live downstream. **#CleanWater #GrowingSolutions**

At [Brand], we look for third-party certifications like the Sustainable Forestry Initiative label to know whether a product came from **#sustainable** sources. How do you decide if products you want to buy are **#green? #sustainability**

One way we fight **#climatechange** is by choosing **#sustainable #forest** products certified by [SFI's handle]. What **#climateactions** do you take? **#GrowingSolutions #SDG13**

We use SFI standards because they help us address **#climatechange** and **#wildfire** and ensure positive **#conservation** outcomes from forests **#SFI2022Standards**



CONSERVATION

[Brand] chooses SFI-certified products because their **#conservation** initiatives and sustainable **#forestry** management practices help conserve habitat for plant and animal species at risk. **#forests #environment**

SFI champions research to better understand how sustainably managed **#forests** help us combat **#climatechange** and protect **#biodiversity** and **#water** supplies. **#climateaction #sustainability**

#Research helps drive innovation and solutions to global **#sustainability** challenges. **#SFI** is the only forestry standard that has a research requirement. As an SFI partner, we're supporting **#conservation** research that improves forest outcomes. **#GrowingSolutions**

SFI-certified **#forests** provide a home for hundreds of plant and animal species, including forest birds, gopher tortoises, caribou, and grizzly bears. We choose certified [products/packaging] because SFI is committed to conservation. **#Habitat #Environment**

We're a proud SFI partner. This **#sustainability** organization helps conserve animal habitats through well-managed **#forests**, scientific research, and grants. Have you done something to support **#wildlife** at your home or workplace? Let us know!



COMMUNITY

Our [choice of SFI-certified products/use of the SFI label] supports [Brand’s] commitment to the communities in which our employees live and work. SFI shares our dedication to community well-being and quality of life. **#sustainability**
#community **#GrowingSolutions**

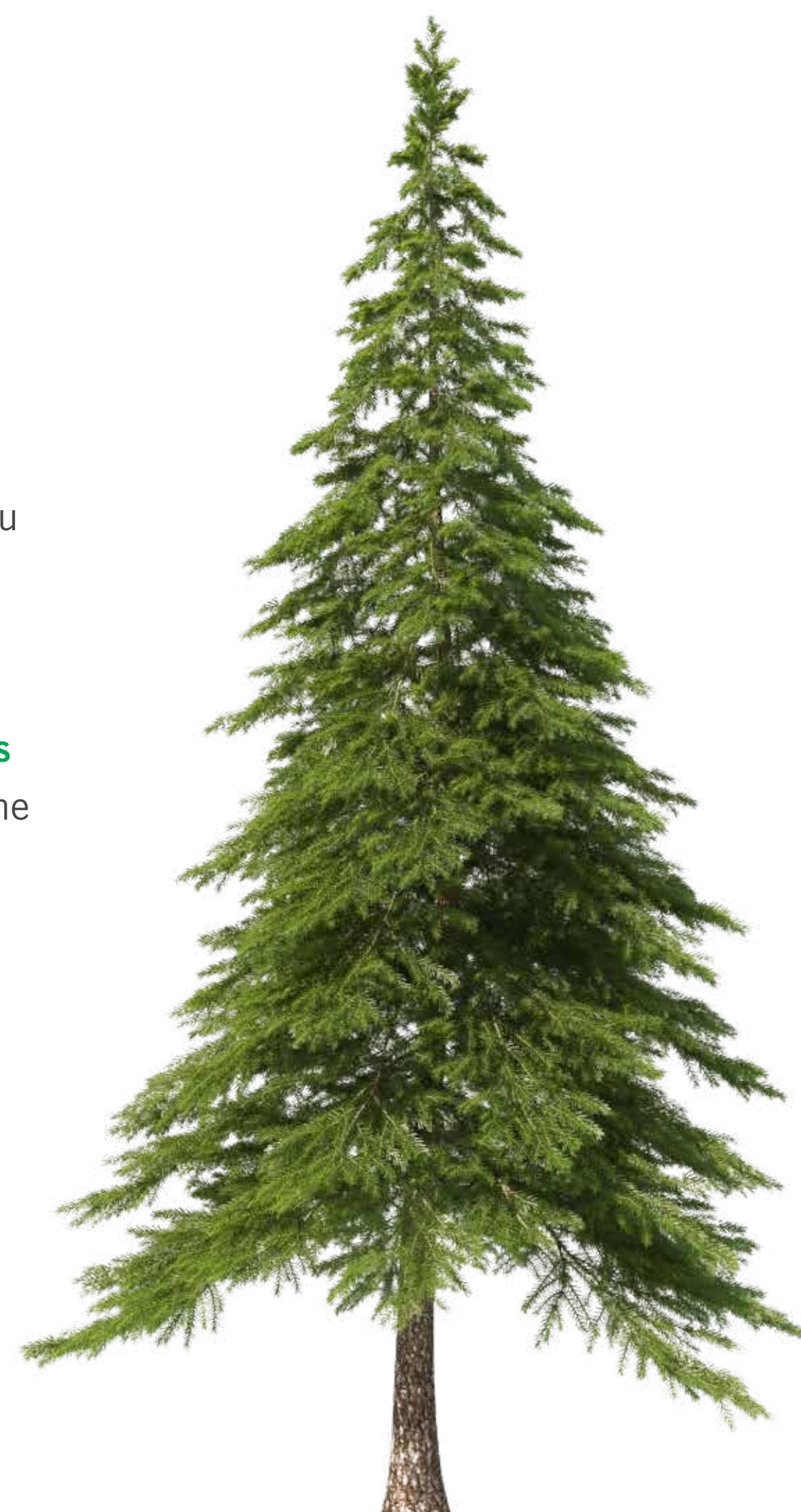
SFI shares our passion for local action. Every year, SFI helps train forestry professionals in **#sustainability**, connect with family forest owners, fund **#community** grants, and educate youth about **#forests** and **#greenjobs**.

Each year, SFI trains more than 10,000 forestry professionals in sustainable practices. These local professionals are ready for the future of their sector—and ready to help [Brand] provide you with sustainably sourced [products/packaging]. **#greenjobs**

SFI is committed to building and promoting forest-focused collaborations rooted in recognition and respect for **#Indigenous** Peoples’ rights and traditional knowledge. We’re proud to use the SFI label. **#community**

Many communities rely on forests for **#jobs**, economic development, recreation, and clean air and water. We support SFI’s work in nurturing a positive relationship between communities, forests and companies. What’s your relationship with **#forests?** **#community**

In posts related to environmental education, tag Project Learning Tree along with SFI to widen your post’s audience even more. See page 6 for the social handles for Project Learning Tree and Project Learning Tree Canada.



EDUCATION

We believe in supporting the next generation of young people so they can make informed **#BetterChoicesForThePlanet**. That’s why we use the SFI label. It’s more than just a certification, it’s support for environmental education. **#EnviroEd**

Conserving our world for the next generation is so important—and so is **#teaching** the next generation about how to make their own decisions that benefit people and the planet. By partnering with SFI, we support both. **#sustainability** **#EnviroEd**

[Brand] is supporting mentorship and green career pathways through [Project Learning Tree Canada’s handle]—an initiative of SFI that is working to grow future forest and conservation leaders and make the sector more diverse and resilient. **#MyGreenMentor**

Through [SFI’s handle], we’re helping young people learn about **#GreenJobs**. Project Learning Tree Canada—SFI’s program for green career pathways—has placed young people in more than 4,000 **#greenjobs** since 2018. **#MyGreenJob**

By partnering with the Sustainable Forestry Initiative, we’re equipping thousands of educators across the U.S. to **#teach** more than 3 million students each year about green careers and the great outdoors. Who teaches you about the **#environment?**

PREWRITTEN POSTS

APPROVED EVENT-DRIVEN COPY TO GUIDE YOUR POSTS

Each month, you can arrange social posts around special awareness days and holidays. These posts help make connections between what your brand is doing in partnership with SFI and topics that consumers and potential business customers may be hearing about in other contexts. The posts can be used by themselves or as pieces of your larger content strategy around these days and topics.

Feel free to use the posts we've suggested on the following pages! Before using them, we recommend you check the specific dates (some are centered on awareness days that fall on different dates each year). Carefully read the posts on the following pages and tweak them to align with your brand's actions, ideas, and voice.

Where you see bracketed phrases, such as “[Canada/the U.S.],” please choose the term that’s most appropriate for your brand. There are also blanks where you can fill in stats specific to your company (like “_% recycled content” in your packaging). Remember to include photographs to grab attention, and of course, be sure to tag SFI in your post!

([Here's the list of our social handles.](#))



JANUARY

International Day of Education We love the Sustainable Forestry Initiative’s focus on environmental education. Each year, millions of kids learn about environmental stewardship and **#greenjobs** through SFI’s Project Learning Tree. **#EducationDay**

FEBRUARY

Great Backyard Bird Count Will you be birdwatching for the **#GreatBackyardBirdCount?** Sustainably managed forests are vital for North American **#birds**. That’s one reason why we support [SFI’s handle] and their bird **#conservation** research.

MARCH

World Wildlife Day How are you celebrating **#wildlife** in your area? Today, we’re [insert action taken for local wildlife]. Every day, our partnership with the Sustainable Forestry Initiative supports conservation research and **#healthyhabitats**. **#WorldWildlifeDay** **#biodiversity**

International Day of Forests Thank a forest today! **#Forests** around the world take care of us by providing clean air and water, food, shelter, livelihoods, and more. We’re proud of our commitment to them. We support **#sustainableforestry** and **#conservation** through [SFI’s handle]. **#IntForestDay**

APRIL

Arbor Day (U.S.) This **#ArborDay**, we’re thinking about what it means to be rooted in our **#community**. And that makes us think about community-level **#sustainability** efforts and education we’re proud to support through the Sustainable Forestry Initiative. **#forests**

Earth Day Taking care of **#forests** is one way we can all tackle **#climatechange**, protect water supplies, and maintain species at risk. That’s why we partner with [SFI’s handle]. We’d love to hear how you and your family care for forests to care for Earth. **#EarthDay**

MAY

Clean Air Month (U.S.) Did you know urban **#forests** help cities breathe? Trees clean the air and fight **#climatechange**. Greater tree cover in urban areas improves our cities. Learn more about the benefits of healthy forests for healthy communities: forests.org/climate **#CleanAirMonth**

International Migratory Bird Day Migrating **#birds** [have been/are/will soon be] flying through our community. We’re so happy to see them—and to know that using the SFI label means we’re supporting research on bird **#conservation** across North America. **#IMBD[year]**

International Day for Biological Diversity Today, we’re thinking about the stunning **#biodiversity** of the one planet all humans, animals and plants call home. SFI helps us do our part to protect **#forest** species through **#environmentaleducation** and scientific **#research**.

Endangered Species Day (U.S.) More than 1,300 plant and animal species in the U.S. are threatened or endangered. We’re proud to support species recovery and habitat **#conservation** research through our partnership with the Sustainable Forestry Initiative. **#forests** **#SDG15** **#biodiversity**

JUNE

World Environment Day We’re thankful for partners like the Sustainable Forestry Initiative who help us achieve the sustainability goals we’ve set. SFI-certified products are one way we take **#climateaction** and advance the **#circulareconomy**. **#WorldEnvironmentDay**

JULY

- Canada Day (Canada)** Cheers to a sustainable future for our country! As a partner with [SFI’s handle], we’re dedicated to conserving **#forests** for future Canadians and grateful for the jobs they provide in so many communities. **#CanadaDay**
- Independence Day (U.S.)** As we celebrate our country, we’re thankful for our beautiful natural environment. As a partner with [SFI’s handle], we’re dedicated to conserving our **#forests** for future generations and grateful for the jobs they provide so many communities. **#HappyFourthofJuly!**

AUGUST

- World Water Week** This **#WorldWaterWeek**, we’re thinking about the connection between sustainably managed SFI-certified **#forests** in our supply chain and clean, abundant water in our communities. What’s your **#CleanWater** connection? **#SDG6**
- 1st month of school year** Hoping for a great school year for students and teachers across [Canada/the U.S.]. We’re especially excited to see what this year holds for [Project Learning Tree handle], the **#environmentaleducation** program from the Sustainable Forestry Initiative. **#BacktoSchool**

SEPTEMBER

- International Day of Clean Air** Millions of people around the world—and too many right here in [Canada/the U.S.]—are beathing dangerously polluted air. SFI-certified sustainably managed **#forests** are a powerful way to combat air pollution. **#InternationalCleanAirDay**
- Climate Week NYC** Progress report: We’re _% of the way to our 20__ **#climategoals**. Did you know SFI-certified sustainable **#forestproducts** are part of our strategy to meet our goals? **#ClimateWeekNYC #SDG13 #climateaction**
- National Forest Week/Maple Leaf Day (Canada)** This **#MapleLeafDay**, we’re thinking about what it means to be rooted in our communities. And that makes us think about the community-level sustainability efforts and education we’re proud to support through the Sustainable Forestry Initiative. **#forests**

OCTOBER

- Indigenous Peoples’ Day (U.S. only)** Sustainable practices rooted in the cultures and traditions of Native Americans inspire us today and every day. As a partner with [SFI’s handle], we actively value the important relationship between forests and **#Indigenous** communities. **#IndigenousPeopleDay**

NOVEMBER

- America Recycles Day (U.S.)** Looking for **#green** [products/packaging] made with recycled content? Our SFI-certified [specific product/packaging type] is made with _% recycled content—and it’s easy for you to recycle it. **#AmericaRecyclesDay**

DECEMBER

- World Soil Day** Soil is the foundation of our food systems and forest products. Through SFI’s handle, we support **#sustainableforestry** that protects soil from erosion and research that digs into the link between soil and forests’ ability to fight **#climatechange**. **#WorldSoilDay #GrowingSolutions**

DYK that enough water to sustain Niagara Falls for more than 7 years flows through SFI-certified land every single year? Our **#SFI** certification ensures that the **#forests** we source from are sustainably managed because healthy forests = **#CleanWater**. **#WorldWaterDay**



ADDITIONAL INSPIRATION

APPROVED SFI-SPECIFIC COPY TO GUIDE YOUR POSTS

Here's a little more information about SFI, our mission and how we're working toward it. This language, which is already in use in our materials, can serve as a jumping-off point for writing posts about why your organization chooses to use the SFI label and certified forest products.



WHO IS SFI?

We are a solutions-oriented sustainability organization that addresses local, national, and global challenges.

At the Sustainable Forestry Initiative, we believe that sustainable forests are critical to our collective future. SFI is a sustainability leader through our work in standards, conservation, community, and education.

As an independent, nonprofit organization, we collaborate with our diverse network to provide solutions to local and global sustainability challenges. SFI works with the forest sector, brand owners, conservation groups, resource professionals, landowners, educators, local communities, Indigenous Peoples, governments, and universities.

WHY IT MATTERS

It is critical that we work together to ensure the sustainability of our planet. People and organizations are seeking solutions that not only reduce negative impacts, but also ensure positive contributions to the long-term health of people and the planet. SFI-certified forests and products are powerful tools to achieve shared goals such as climate action, reduced waste, conservation of biodiversity, education of future generations, and sustainable economic development.

SFI provides practical, scalable solutions for markets and communities working to pursue this growing commitment to a sustainable planet. When companies, consumers, educators, community and sustainability leaders collaborate with SFI, they are making active, positive choices to achieve a sustainable future.

CONSERVING HEALTHY FORESTS

Taking good care of our forests is fundamental to addressing climate change, water quality, waste reduction, and species loss. Unique among certification standards, SFI mandates innovative and impactful conservation research. As an SFI partner, your brand helps build knowledge and improve the ability of forests to care for the animals and communities who depend on them.

THE LINK BETWEEN COMMUNITIES AND FORESTS

Communities rely on forests for jobs and economic development, recreational benefits, and human health. These links between people and forests are in some ways more important now than ever before. By choosing SFI, your brand helps nurture positive relationships between people who live near and work in forests, and the goals of a sustainable marketplace and healthy forests.

LEARNING FOR THE FUTURE

Project Learning Tree, SFI's environmental education program, advances environmental literacy, stewardship, and career pathways using trees and forests as windows on the world. As an SFI label user, you're making one of the most important investments you can: helping support the next generation of leaders to take responsibility for solving environmental challenges and market needs.

SFI STANDARDS

Getting certified to SFI is one of the best things that organizations can do to support the long-term sustainability of forests and ensure the multitude of benefits that forests provide for future generations. As the drive to reduce carbon pollution and waste intensifies, SFI standards are the fastest growing, highly trusted solution that can support a growing need for products from the forest. By partnering with SFI, your company plays a role in shaping markets today and ensuring that sustainably managed forests continue to play a crucial role in keeping the planet healthy.

STAY UP TO DATE WITH SFI THROUGH OUR PROGRESS REPORT

Each year, SFI releases a progress report highlighting the most relevant (and exciting) information about the impact our standards, partners, and programs are having on the world. Our stats are ever evolving, and the progress report is a great place to fact check your social media posts and make sure you have the most up-to-date numbers. Plus, you'll find more inspiration to create social posts that are especially relevant to your brand.

Find our current progress report and previous years' reports here: forests.org/progressreports.



PLANNING YOUR ENGAGEMENT

- *How to weave SFI into your story online*
- *Example posts from other certifications*
- *Promoting your brand at SFI events*
- *Response guide for adverse engagements*



TIPS AND EXAMPLES

HOW TO WEAVE SFI INTO YOUR POSTS

Many SFI label users are already talking about their sustainability initiatives through social media—great work! However, you may be missing out on easy opportunities to widen the reach of these posts if you're not leveraging your partnership with SFI.

Here are a few hypothetical examples of how Brands X, Y, and Z could boost the power of individual posts—and their social strategy over time.



BRAND X'S POST

HOW TO IMPROVE THE POST:

We've set a goal for 100% [#sustainable](#) packaging by 2025, and today, we're officially 75% of the way there! An important part of our strategy is choosing only paperboard that comes from sustainably managed [#forests](#).

In this example, we would say kudos to the brand for connecting their choice of sustainable paper products to their corporate sustainability goals. What could have made this post even better? [Three things](#):

- 1 Mentioning SFI's third-party certification—consumers overall trust third-party certifications more than what a company says about itself.
- 2 Tagging SFI in the post, so we could have engaged directly to help bolster the audience's trust in the actions this brand takes. Tagging us also means we can repost—and that would have helped the brand reach audiences that may not already engage with their social media channel.
- 3 Connecting the benefits to the consumer. For instance, by choosing paper products, this brand is making it very easy for consumers to recycle. That means they too get to participate in being more sustainable.



BRAND Y'S POST

HOW TO IMPROVE THE POST:

Did you know sustainably managed forests not only provide great recreational opportunities—they also help fight climate change and conserve clean water for communities? That's something to be thankful for. [[#BrandYSustainability](#)]

We love how this post draws a bridge between recreational benefits (which may be more top-of-mind for consumers) and the big-picture benefits of forests. It's a great way to help consumers see how forests connect to their lives.

As in the previous example, though, improvements could be made:

- 1 Don't leave readers to wonder why this brand is talking about sustainably managed forests. A quick reference to the brand as an SFI label user or partner would clear that up.
- 2 Again, don't forget to tag SFI in the post so we can amplify the reach of this post.
- 3 Add a wider variety of hashtags to put the message in front of new audiences. For instance, using [#forests](#) or [#climatechange](#) means this post will now be available for people searching those hashtags.



BRAND Z'S POST

HOW TO IMPROVE THE POST:

We support [#education](#) opportunities for kids and teens around the country through programs like Project Grad and Big Brother Big Sister. Plus, we offer multiple internships each year to introduce local first-year college students to a variety of [#career](#) pathways.

Don't forget that SFI takes a holistic approach to sustainability. What if you post about ways you support education? Or job training? Or water conservation? Your support of SFI is an important proof point for you company in all of these and so many more areas of sustainability and corporate social responsibility. So make sure your readers know! This example post, for instance, could have mentioned—and tagged—SFI's Project Learning Tree.



TIPS AND EXAMPLES

LEARNING FROM OTHER CERTIFICATIONS

What does it look like to successfully interact with a certification on social media?

We've collected a few examples to show you some of the many forms it can take. In the posts below, companies have done exactly what we're talking about in this playbook. These companies have leveraged other sustainability certifications to ...

- Educate their audience on their sustainability initiatives
- Provide proof of how well their product or service meets audience needs
- Inspire their audience to join them in a shared purpose

The upshot? This is a reliable strategy for boosting brand value in your customers' minds.



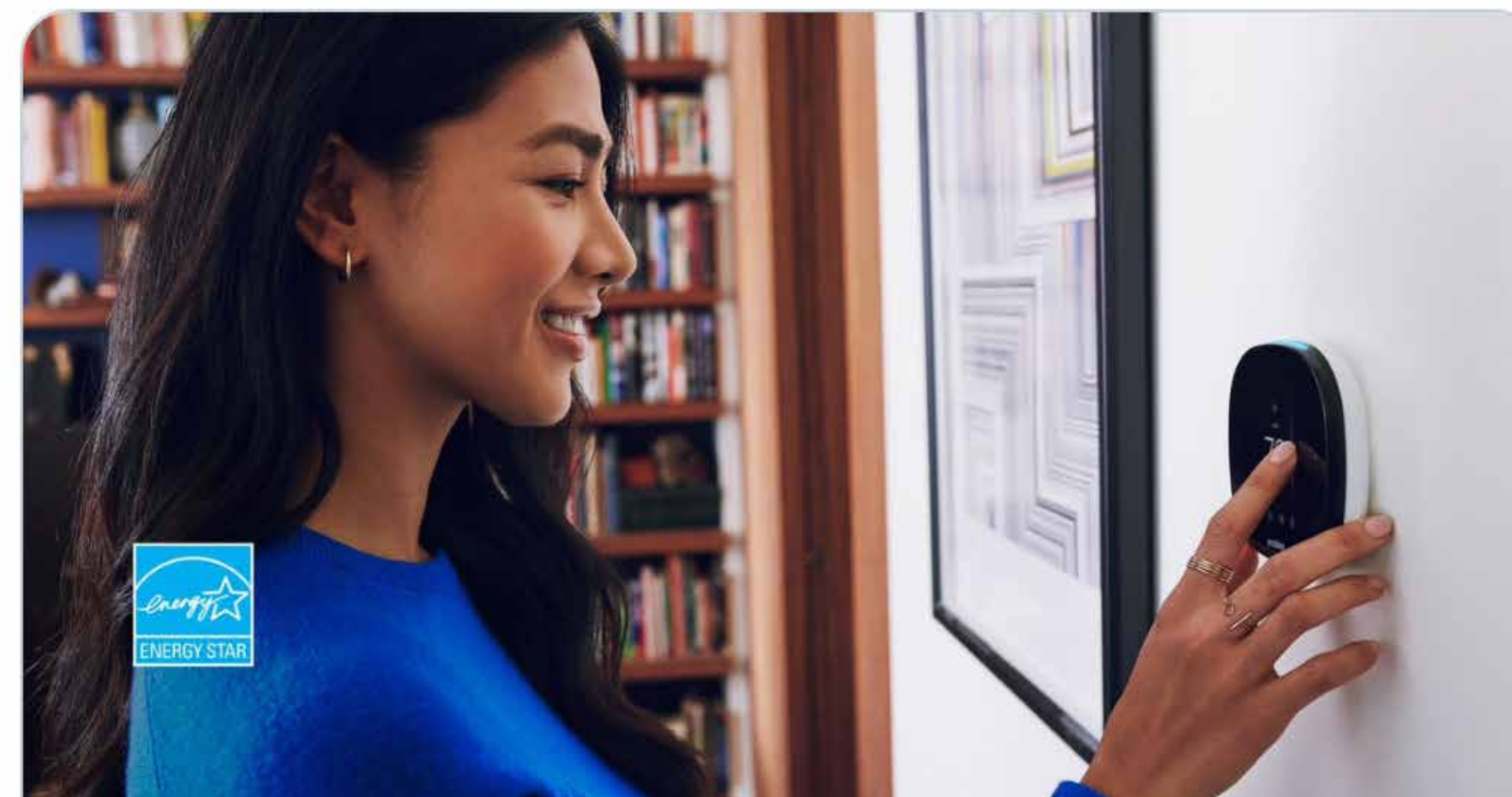
ECOBEE

THESE BRANDS ARE LEVERAGING CERTIFICATIONS



ecobee @ecobee · Oct 7, 2020

Looking for an easy way to reduce your carbon footprint this Energy Efficiency Day? Our smart thermostats are [@ENERGYSTAR](#) Certified to help you save. [#EEDay2020](#)



How to Save Money by Improving Your Home's Energy Efficiency
ENERGY STAR's Abigail Daken shares her tips on reducing carbon footprints and putting money back in your pocket with energy efficiency a...
[ecobee.com](#)

In a single post, smart thermostat brand ecobee leveraged the ENERGY STAR Certification to **1** back up their product benefit claim and **2** provide readers with helpful advice. It's a great way to give your audience confidence in your product and cement your role as a helpful, expert brand. It's also a great way to engage additional audiences who keep up with ENERGY STAR or [#EEDAY2020](#). You can do the same by leveraging the SFI label.



LENNOX



Lennox
September 10

Better with every breath. As the first and only manufacturer with a full line of award-winning ultra-low emissions furnaces, we are proud to announce Lennox recently earned the Green Seal® Certification for Innovation. These furnaces produce the lowest emissions - 65% less of the stuff that causes wheezing, coughing, colds and more. In a world with meaningless and misleading marketing claims about the health and safety of products, [Green Seal](#) takes the guesswork out of identifying proven-safer, proven-greener options with guaranteed performance. Together, we can all breathe easier. Learn how Lennox Ultra-Low NOx solutions produce 65% less emissions at <https://bit.ly/2Rctpll>.



Lennox leveraged Green Seal Certified® to cut through the noise on a topic its audience cares deeply about—indoor air quality. Consider leveraging the SFI label to give your audience confidence in your sustainability claims and stand out from the crowd.



NUTIVA



Superfoods brand Nutiva leveraged the Fair Trade Certified seal while inviting its audience to actively participate in something they care about. Nutiva also explicitly stated the “why” behind the invitation. Since Nutiva tagged them, Fair Trade Certified was able to retweet the post. You can invite your audience to join you in caring for forests, habitats, communities, and students with the SFI label.





LEVERAGE SFI EVENTS

PROMOTING YOUR BRAND AT SFI EVENTS

Whether you're headed to the SFI annual conference or attending one of many other events we host or speak at, there's a social opportunity for your brand. **Follow the checklist to boost your social engagement.**





BEFORE THE EVENT

- Let your audience know you'll be attending the upcoming SFI event and why you're attending.
 - Make the connection between what you want to learn at the event and what you're doing to make your brand sustainable and reach your sustainability goals.
-

DURING THE EVENT

- Share information and insightful comments from speakers in real time, and help your audience understand why it's important.
 - Tag any relevant speakers, attendees, and other people and organizations.
 - Upload relevant photos in real time (for instance, of a speaker who's talking about a new sustainability initiative your consumers expect your brand to participate in).
- Use relevant event hashtags and tag SFI.
- Search for the event hashtags to like and share other attendees' posts.
- Follow other attendees or presenters as you see fit.

EXAMPLE POST: We just learned 75+ species of birds call SFI-certified forests home during the breeding season. That means these forests play a big role in keeping America's bird populations healthy for the future. @sfiprogram @ABCbirds #sficonf #forest

AFTER THE EVENT

- Share key takeaways from the event that will interest your customers and consumers—and again, help them understand why these takeaways matter for their families and communities.
- Tag SFI and any other relevant speakers, attendees, and organizations.
- Connect what you learned at the event with your brand's sustainability goals.



RESPONSE GUIDE FOR ADVERSE ENGAGEMENTS

STRATEGIES FOR RESPONDING TO CRITICISM

We created this playbook to give your online engagement with and about SFI a head start in cultivating positive results around your sustainability efforts. On social media, however, no results, good or bad, are guaranteed—and unfortunately, social media can bring out both the best and worst in its users.

While this guide is not exhaustive, it will give you the foundation for responding appropriately if you should receive any negative comments. **Overall, we encourage you to communicate positively and constructively, with a response that is humble, simple, and straightforward.**



DEALING WITH TROLLING, BULLYING AND/ OR THREATS

Monitor for such comments, but do not engage. If you know what they are saying is false, inaccurate, or abusive, they can be hidden, ignored, or addressed per your brand's social media policy.

If a comment is threatening, racist, or derogatory, consider deleting it—but again, please defer to your brand's social media policy.

RESPONDING TO VALID CRITICISM

Criticism is an opportunity for a solution, so if you believe the criticism is valid or should be verified and relates to SFI, let SFI know immediately by emailing our VP of Communications, Daniel Pellegrom, at media@forests.org. Include "SOCIAL RESPONSE NEEDED" in the subject line. In your email, provide us with the necessary details to help engage.

If we determine the comment is legitimate, we'll work together with you to **1** respond to it publicly, and **2** more importantly, offer the commenter a workable solution via private message or offline.

This two-pronged approach helps you show other users that you take concerns seriously while keeping control of the conversation in your hands. **Make sure that you do not hide or delete comments that criticize or disagree with your brand (unless they are threatening, bullying or full of profanity). Doing so could escalate a negative response toward both of our organizations.**



ENTERING A CONVERSATION BETWEEN SOCIAL MEDIA USERS

On the whole, we suggest staying out of conversations between multiple users (for instance, in the comments on one of your posts) if their conversation is appropriate and does not threaten, bully, or use unnecessary profanity.

Occasionally, though, you'll have a gem of an opportunity to educate users in an organic way. Keep your eye out for these occasions. Before you type, be sure that you're not responding in order to "educate" someone into agreeing with you. Humility and respect are key to the spirit of collaboration that we want to engender at SFI.

ENGAGING WITH HUMOR

Humor can be an excellent way to defuse a situation and correct and/or direct the conversation appropriately. It must be applied carefully, though, and with both our brands considered.

Before responding with humor, please email Daniel Pellegrom, VP of Communications, at media@forests.org with "SOCIAL RESPONSE NEEDED" in your subject line. We can work together to create a positive engagement experience that keeps things light and prevents escalation.





SUSTAINABLE FORESTRY INITIATIVE

SFI-00001

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