



Greening San Francisco

Collective Network Communications

Speaking for the Trees

ReLeaf Network Communication Committee

- Origin: Invasive Shot Hole Borer campaign





ReLeaf Network Communication Committee

- Purpose: Leverage the expertise and insights of the network to coordinate shared resources and messaging to empower network members to more effectively communicate about issues of common concern
 - Advocacy toolkit



ReLeaf Network Communication Committee

- Meets: Roughly monthly, open to all
- Next meeting: Wed. June 19, 11 a.m.
- To join: Contact Mariela,
MRuacho@californiareleaf.org, 916-497-0037



Mutual Benefit



2019 Social Equity
Forest Improvement
Grant Program Cycle 2

FUNDING FOR URBAN
FORESTRY PROJECTS

APPS. DUE 3/3/19

Social media use?

- Facebook
- Twitter
- Instagram
- Pinterest
- YouTube
- LinkedIn
- Nextdoor
- Flickr
- Other?

Summer Messaging Campaigns

- Trees mitigate “urban heat island” effect



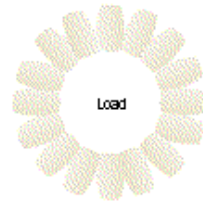


Summer Messaging Campaigns

- Trees mitigate “urban heat island” effect
 - Shade and evaporative cooling from trees reduces high temps during summer months
 - The cooling effect of tree shade protects vulnerable populations
 - In hot weather, people are more likely to engage in outdoor activities when they’re shaded by trees

Summer Messaging Campaigns

- Urban trees reduce energy costs





Summer Messaging Campaigns

- Urban trees reduce energy costs
 - When trees shade your home, you're less reliant on air conditioning
 - *Where* you plant trees makes a difference; plant strategically
 - Size matters... mature trees, and larger species, will provide more benefit

Summer Messaging Campaigns

- Water your trees





Summer Messaging Campaigns

- Water your trees
 - Urban trees have a challenge finding water, so remember to water your trees during the dry summer
 - The first 5 years after planting are when your tree most needs you to water it
 - It's not expensive or wasteful to water a tree

Communications challenges

- Scarcity of resources
 - Funds
 - Personnel
- Donor relations & solicitation
- Volunteer recruitment, training & retention
- Public perception
 - Awareness
 - Apathy
 - Trust & credibility



Defining your brand

- Mission
 - We bring neighbors together to plant and care for San Francisco's ideal urban forest.
- Vision
 - San Francisco's urban forest is thriving and providing the greatest possible benefits to the environment, people, and future generations.



Defining your brand

- Values
 - Community Engagement
 - Education & Stewardship
 - Quality of Work
 - Inclusion
 - Environmental Justice
- Tagline
 - Greening San Francisco

Understanding your audiences

- Who must take action in order for you to fulfill your mission?
 - Donors
 - Volunteers
 - Other?
- What motivates them?
 - Survey

The engagement funnel



Messages that mobilize action

- It can be more effective to appeal to the heart than to the head
- Simple, frequent, audience-centered
- Tell donors & volunteers their impact
- Personal connection: I / you
- Candy vs Vegetables



Friends of the Urban Forest



Published by Ben Carlson [?] · May 6 at 6:20 AM · 

Corruption and illegal deforestation go hand in hand. The best way to tackle them is through bolstering community land rights and democracy.



FERN.ORG

Stronger democracy means stronger forests

Corruption and illegal deforestation go hand in hand. The best way to...



Friends of the Urban Forest

Published by Ben Carlson [?] · April 1 · 🌐

The women of Humboldt County sparked the earliest awareness and action for preserving old-growth coast redwoods in Northern California.

♀️💪❤️ Pictured: members of the Women's Save the Redwoods League in 1919. From the [Humboldt County Historical Society Collection](#).





Friends of the Urban Forest



Published by Ben Carlson [?] · January 13, 2018 · 

"I love to green my city."

--Sam Howard





Friends of the Urban Forest

Published by Ben Carlson [?] · August 13, 2018 · 

"He who plants a tree / Plants a hope."

--Lucy Larcom (1824-1893), American poet





Friends of the Urban Forest



Published by Ben Carlson [?] · May 1 at 5:53 PM · 🌐

Trees are homes! In a pine tree in Golden Gate Park, great horned owl chicks have recently been spotted exploring the area around their nest. Photo by Kwong Liew.





Friends of the Urban Forest

Published by Ben Carlson [?] · March 12, 2018 · 🌐

Deciduous trees can be hard to identify once they've dropped their leaves for the winter. Here's how to identify the Ginkgo: its buds (or "spur shoots") are cone-shaped and grow out of the branches at almost a right angle in an attractive alternating pattern. See some nice Ginkgos on 22nd Street between Guerrero and Valencia streets in the Mission.





Friends of the Urban Forest

Published by Ben Carlson [?] · February 10 · 🌐

This Valentine's Day, give the gift that grows.

For a \$50 donation, Friends of the Urban Forest will plant a street tree in San Francisco in honor of a special someone! No gift is more meaningful or lasting. <https://secure.donationpay.org/fuf/valentinesday.php>



The gift that grows
(like your love)



Friends of the Urban Forest

Nonprofit Organization

Shop Now



Friends of the Urban Forest



Published by Ben Carlson [?] · December 29, 2018 · 🌐

Some news IS good news! Sign up for SF Urban Forester, our monthly email with news about your urban forest and events you can participate in. 😊🌳❤️ <https://www.fuf.net/subscribe>





Friends of the Urban Forest

Published by Ben Carlson [?] · April 5 · 🌐

Local heroes wanted! Join our two-part training to learn how to lead volunteer planting crews at our community tree planting events and make your city greener.



FUF.NET

Planting Leader Training | April 11 & 13

Friends of the Urban Forest is hosting a Planting Leader...

Sign Up



Friends of the Urban Forest



Published by Ben Carlson [?] · April 4 · 🌐

We thank the [Peaceful World Foundation](#) for a gift of \$3,500 to support our Green Teens program. The program provides low-income San Francisco youth ages 14-19 with paid urban forestry skills training, which prepares them for the "green" jobs market.



PEACEFUL
WORLD
FOUNDATION



3,961

People Reached

346

Engagements

Boost Post

   85

9 Comments 2 Shares

 Like

 Comment

 Share



Most Relevant ▾



Write a comment...



Heather Johnstone I love that your stopping random strangers

Invite to Like Friends of the Urban Forest

All 85  67  11  6  1



Caroline Mahan

Liked



Carol Richardson

Invite



Maurício Mota

Liked



Joyce Stenson

Liked



Jasper Maun Bayani

Liked



Kemba Shakur

Liked

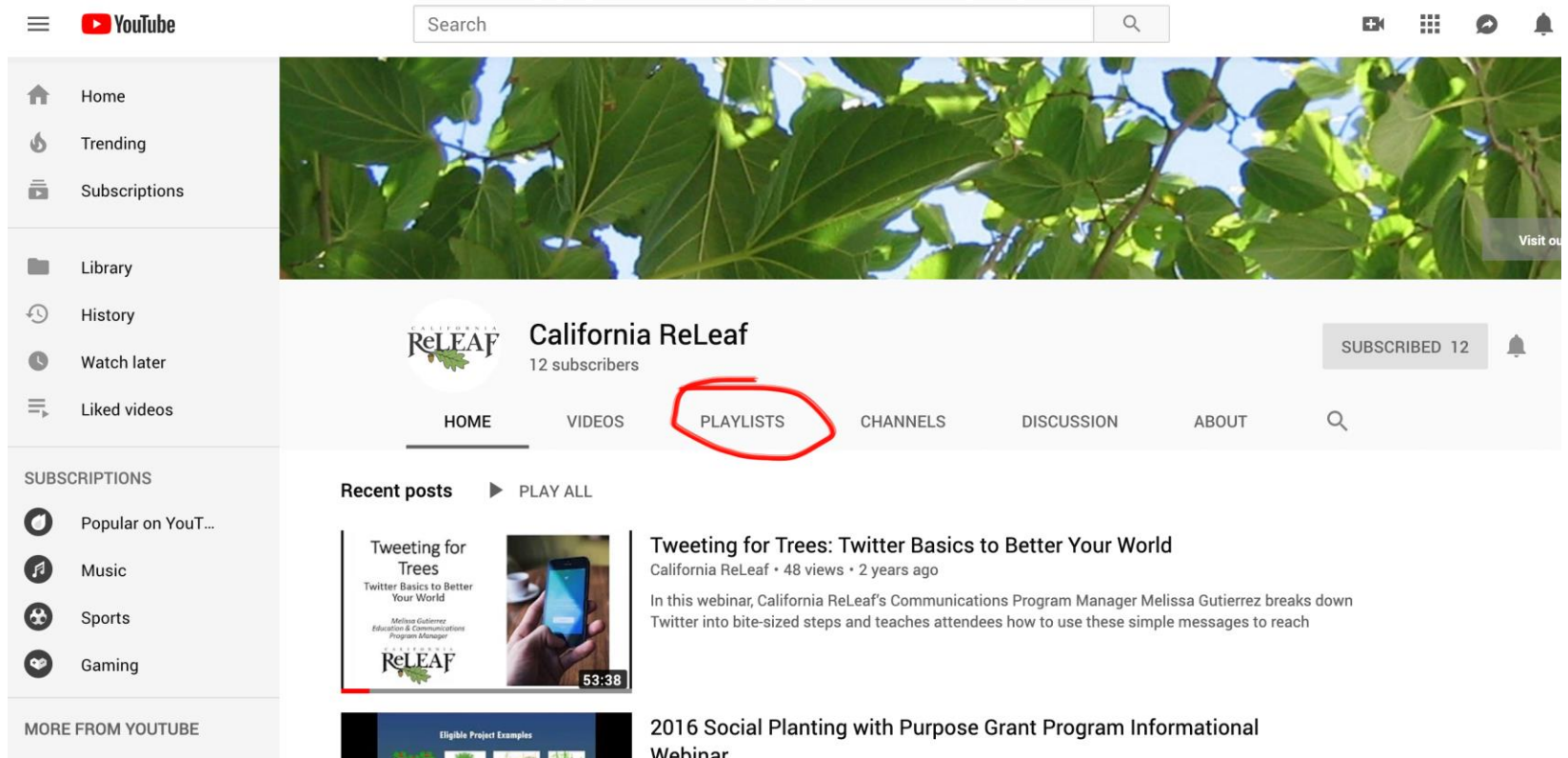


Mary Koch

Invited



Resources



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HOME VIDEOS **PLAYLISTS** CHANNELS DISCUSSION ABOUT

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Tweeting for Trees: Twitter Basics to Better Your World
California ReLeaf • 48 views • 2 years ago

In this webinar, California ReLeaf's Communications Program Manager Melissa Gutierrez breaks down Twitter into bite-sized steps and teaches attendees how to use these simple messages to reach

53:38

Eligible Project Examples

2016 Social Planting with Purpose Grant Program Informational Webinar

Resources

YouTube

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Created playlists

<p>The Power of Trees Conference VIEW FULL PLAYLIST</p>	<p>How to Social Media VIEW FULL PLAYLIST</p>	<p>Pest (ISHB) in English and Spanish VIEW FULL PLAYLIST</p>	<p>Diversity, Inclusion, and Equity VIEW FULL PLAYLIST</p>	<p>Grants VIEW FULL PLAYLIST</p>
<p>ReLeaf Network Leadership Workshop August 2015 VIEW FULL PLAYLIST</p>	<p>Effectively Using the Media to Save Trees & Educate on Drought VIEW FULL PLAYLIST</p>			

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SUBSCRIPTIONS

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- Music
- Sports
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MORE FROM YOUTUBE

Tweeting for Trees
Twitter Basics to Better Your World

California ReLeaf

PLAY ALL

How to Social Media

7 videos • 5 views • Last updated on May 13, 2019

California ReLeaf

SUBSCRIBED 12

- Tweeting for Trees: Twitter Basics to Better Your World**

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53:38
- Twitter 101**

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55:09
- Photography 101: Tips & Tricks to Make Good Photos GREAT!**

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34:07
- Social Media 101**

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57:06
- Facebook 101**

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54:24
- Social Media Advocacy**

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57:32

Thank you

