



CAPACITY BUILDING

Harnessing the Power of Social Media for Forests

Duration: 2 1/2 hours

Join this interactive session to learn about the power of social media for communicating about forests, influencing national and global perceptions, and changing mindsets. Participants will analyze case studies of successful social media campaigns and discover how to build their own effective social media strategies.

1. Introduction (40 min)

◆ Introduction

Maria De Cristofaro, "Capacity building and Outreach Officer", FAO Forestry Department

◆ Forest communications challenges and opportunities at a time of change

Kai Lintunen, Deputy Leader of the FAO/UNECE Forest Communicators Network, Communication Manager of the Finnish Forest Association, Finland

◆ Key messages: global issues, common background, previous messages

Patricia Sfeir, Leader of the Mediterranean and Near East Forest Communicators Network, Rural Development expert at Seeds International, Lebanon; and Ingwald Gschwandt, Leader of the FAO/UNECE Forest Communicators Network, and Head of Forest Policy and Information, Water Management of Austria, and Federal Ministry of Agriculture, Austria

◆ The XIV World Forestry Congress: an integrated yet integral approach for communication using social media

Maria De Cristofaro, Capacity building and Outreach Officer, FAO Forestry Department

◆ A new era for South Africa: the social media revolution post XIV World Forestry Congress

Barbara Tucker, Project Manager, Africa Forest Communicators Network, South Africa

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24 March 2017
Atlantic Palace Hotel Agadir,
Atlas Room, Morocco, 14:00



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2. Crafting a strategy for a social media campaign (30 min)

Bassam Kantar, Managing Editor, greenarea.me, Lebanon; and Patricia Sfeir, Mediterranean and Near East Network, Manager, Rural Development Programs, Seeds International, Lebanon

- ◆ Elements of social media
- ◆ Golden rules for social media use
- ◆ Real-life examples on social media
- ◆ Southern border of the Mediterranean
- ◆ Escalating challenges / Climate change

3. Case study: the International Day of Forests - Forests and Energy (90 min)

- ◆ How to communicate on a theme with multiple perspectives
- ◆ How to write a powerful message
- ◆ How to use active social media and manage the information / news
- ◆ Use of active social media to remove messages and developing an action strategy
- ◆ Identifying partners
- ◆ Creating a scenario
- ◆ Building the campaign
- ◆ Role distribution

4. Main issues of concern for the FCNMedNE (10 min)

- ◆ Sharing information
- ◆ Next steps in practice

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