

KTSAF Social Media Plan

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NEEDS

- Establish KTSAF Social Media Coordinator
- Collect photos from KT and local chapter leadership (student if they'd like)
 - o Forestry or professional picture; SAF position, name, title, and employer
 - Students will substitute their title and employer for grade and major

KTSAF Social Media Plan

RESPONSIBILITIES

KTSAF Social Media Coordinator

- Ensure content being created and shared represents the KTSAF mission and standards.
- Ensure accounts are being maintained and interns are supported in content creation.
- Approve all posts in advance.
- Work with Interns in replying to comments and generally interacting with posts, creating Facebook events, and creating posts.
- Provide information for Facebook events to Interns.
- Keep track of Member Spotlight posts to ensure members aren't repeated until everyone has been spotlighted.
- Create and advertise Internship Application. Create content announcing the application is open and thanking Interns for their contributions when their year is complete.
- Select Interns along with fellow Communications Committee.
- Communicate with Interns on deadlines and expectations of their positions.
- Manage LinkedTree page with updated websites and Cognito Forms providing updated forms/information submitted.
- Ensure Interns are paid, have free registration, and are formally recognized at the KTSAF Winter meeting.

Interns

- Three Interns, one each from the following universities: University of Kentucky, University of Tennessee, and University of the South.
- Populate the KTSAF Facebook and Instagram pages with content relevant to KTSAF members – particularly students.
- Each intern is expected to contribute at least 22 posts throughout the year (see schedule below). Interns should strive to create posts that encapsulate the life and experiences of a forester, or someone working in a profession (being a student is a profession!) related to forestry.
- Communicate with other Interns and KTSAF Social Media Coordinator to determine content.
- One photo each month should be a member spotlight highlighting a KTSAF member's career and why they are involved in SAF. This post will require interviews with KTSAF members.
- One photo each week should be on Tuesday using the #TreeIDTuesday hashtag. This post will challenge the viewers to guess the tree species and encourage them to interact.
- One photo each week should be on Friday using the #ForestryFriday hashtag. This post can be anything related to forestry, including the different professions, forest health issues, forest products, utilization, silviculture, harvesting, effects and impacts of prescribed or wildfire on forests, etc. These posts are to simply to highlight forestry in the Kentucky and Tennessee.
- Any other posts that fall in line with SAF mission.
- Work with the KTSAF Social Media Coordinator, to ensure timely replies to comments and interactions with posts on Facebook and Instagram, upkeep Story Highlights, create Facebook events, and create Instagram posts to advertise events.

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PHOTO STANDARDS

- Good photos are a must for all posts, ensure all text is legible and photo is appropriate.
- Utilize the following images where applicable:

(KTSAF CIRCLE LOGO)



(KTSAF RECTANGLE LOGO)



(KEEPING FORESTS HEALTHY – BLACK)



(KEEPING FORESTS HEALTHY – BLACK ON WHITE)



(KEEPING FORESTS HEALTHY – WHITE)



KTSAF Social Media Plan

POSTING STANDARDS

Facebook

- All posts need to be approved in advance by the KTSAF Social Media Coordinator. Posts will be primarily created on Instagram and shared to Facebook.
- Interns will be responsible for creating content, replying to comments, and interacting with posts and creating Facebook events.
- Events will be created for all chapter KT Meetings, information to be provided by KTSAF Social Media Coordinator.

Instagram

- Limit posts to 200 words or less.
- Utilize appropriate hashtags
- Share all posts to Facebook page
- Upkeep Story Highlights with appropriate content
- Follow schedule below unless Interns communicate a different schedule amongst each other and share the changes with the KTSAF Social Media Coordinator.



CONTENT TOPICS					
MEMBER SPOTLIGHT		#TreeIDTuesday		#ForestryFriday	
MONTH #	SCHOOL ORDER	WEEK #	SCHOOL ORDER	WEEK #	SCHOOL ORDER
1	University of Kentucky	1	University of Tennessee	1	University of the South
2	University of Tennessee	2	University of the South	2	University of Kentucky
3	University of the South	3	University of Kentucky	3	University of Tennessee
4	University of Kentucky	4	University of Tennessee	4	University of the South
5	University of Tennessee	5	University of the South	5	University of Kentucky
6	University of the South	6	University of Kentucky	6	University of Tennessee
7	University of Kentucky	Cont.	Continuing order above	Cont.	Continuing order above
8	University of Tennessee	Each Intern is expected to complete 4 Member Spotlight posts, 17 – 18 #TreeIDTuesday posts, 17 – 18 #ForestryFriday posts, and create/advertise for approximately 2 – 4 events.			
9	University of the South				
10	University of Kentucky				
11	University of Tennessee				
12	University of the South				

KTSAF Social Media Plan

CONTENT TOPICS

Member Spotlight

- One photo each month (12 total; 4 per Intern) should be a member spotlight highlighting a KTSAF member's career and why they are involved in SAF. This post will require interviews with KTSAF members.
- The selection of this KTSAF member will be made by the Interns, the KTSAF Social Media Coordinator will assist as needed and provide contact information to the Interns.
- Use the following hashtags as applicable (additional hashtags can be added):
#memberspotlight #ktsaf #forestproud #healthyforests #societyofamericanforesters #forestsforthefuture #forester #universityofkentucky #universityoftennessee #universityofthesouth #(job affiliation)
- Use the following format:

 MEMBER SPOTLIGHT 
(Title, if applicable) (Full Name), (job title and affiliation)
(career summary/current highlights)
Why SAF?

#TreeIDTuesday

- One photo each week (52 – 53 total; 17 – 18 per Intern) should be on Tuesday using the #TreeIDTuesday hashtag. This post will challenge the viewers to guess the tree species and encourage them to interact.
- The selection of content will be made by the Interns, the KTSAF Social Media Coordinator will assist as needed.
- Use the following hashtags as applicable (additional hashtags can be added):
#treeidtuesday #ktsaf #forestproud #healthyforests #societyofamericanforesters #forestsforthefuture
- Format is up to individual Intern.

#ForestryFriday

- One photo each week (52 – 53 total; 17 – 18 per Intern) should be on Friday using the #ForestryFriday hashtag. This post can be anything related to forestry, including the different professions, forest health issues, forest products, utilization, silviculture, harvesting, effects and impacts of prescribed or wildfire on forests, etc. These posts are to simply to highlight forestry in the Kentucky and Tennessee.
- The selection of content will be made by the Interns, the KTSAF Social Media Coordinator will assist as needed.
- Use the following hashtags as applicable (additional hashtags can be added):
#forestryfriday #ktsaf #forestproud #healthyforests #societyofamericanforesters #forestsforthefuture
- Format is up to individual Intern.

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Advertising Events

- Two photos, one highlighting the event and one for the agenda per event with sign up information within the comments. Information will be provided by KTSAF Social Media Coordinator.
- See following table to determine Intern responsibility. Interns can communicate a different schedule amongst each other and share the changes with the KTSAF Social Media Coordinator.

University of Kentucky	University of Tennessee	University of the South
Eastern Kentucky Events	East Tennessee Events	Middle Tennessee Events
Western Kentucky Events	Southeast Tennessee Events	West Tennessee Events

- Use the following hashtags as applicable (additional hashtags can be added):
#eksafmeeting #eksaf #wksafmeeting #wksaf #etsafmeeting #etsaf #sesafmeeting #sesaf #mtsafmeeting #mtsaf #wtsafmeeting #wtsaf #ktsaf #forestproud #healthyforests #societyofamericanforesters #forestsforthefuture
- Format is up to individual Intern.

Reviewing Events

- As many photos as they'd like which highlighting the event. Caption will describe event highlights including how many were attending (student number should be mentioned) If Intern is unable to attend, information will be provided by KTSAF Social Media Coordinator.
- See following table to determine Intern responsibility, for KTSAF winter and summer meetings go off hosting chapter. Interns can communicate a different schedule amongst each other and share the changes with the KTSAF Social Media Coordinator.

University of Kentucky	University of Tennessee	University of the South
Eastern Kentucky Events	East Tennessee Events	Middle Tennessee Events
Western Kentucky Events	Southeast Tennessee Events	West Tennessee Events

- Use the following hashtags as applicable (additional hashtags can be added):
#eksafmeeting #eksaf #wksafmeeting #wksaf #etsafmeeting #etsaf #sesafmeeting #sesaf #mtsafmeeting #mtsaf #wtsafmeeting #wtsaf #ktsaf #forestproud #healthyforests #societyofamericanforesters #forestsforthefuture
- Format is up to individual Intern.

Social Media Internship

- One photo notifying followers that the application is live, when deadline is, and another photo describing the duties. Caption will describe the benefits of the internship and include a link to the application.
- One photo thanking the Interns for their contributions, photo will have a photo of the three Interns. Caption will spotlight the Interns.

KTSAF Social Media Plan

ACCOUNT MANAGEMENT

- Interns will only assist in managing Facebook and Instagram accounts
- Social Media Coordinator will be primary for managing Facebook, Instagram, LinkTree, and Cognito Forms accounts. Communication Chair will be secondary

Facebook and Instagram

- Ensure content being created and shared represents the KTSAF mission and standards.
- Ensure accounts are being maintained and interns are supported in content creation.
 - Review content provided by Interns before posting

LinkTree

- Turning links on and off (ie meeting registration/internship)
- Update any links as needed
- Add any links as needed (meeting registration/feedback/etc)

Cognito Forms

- Update forms as needed (internship form changes/etc)
- Create forms as needed (registration for events/feedback/etc)

ADDING USERS TO ACCOUNTS

- Only Facebook and Instagram accounts will be shared with interns
- Communication Chair and Social Media Coordinator will have access to all accounts. There should always be at least two people that have access to all accounts.

Facebook

Someone who is already an account admin must follow these steps to add a user (must be FB friend):

1. Switch into the KTSAF page on the menu
2. On menu scroll down to "settings"
3. In "settings" select "page settings"
4. In "page settings" select "page access"
5. Add user

Instagram

Someone who is already an account admin shares the login information with the new user.

SOCIAL MEDIA ACCOUNTS

Email

- Gmail
- ktsaf.social@gmail.com

KTSAF Social Media Plan

Facebook

- Categories: nonprofit organization
- Page Name: Kentucky – Tennessee Society of American Foresters
- Website: <https://ktsaf.org/>
- Address: Skip
- Profile Picture:



- Cover Photo: Changes depending on highlight (Meeting info/Intern Application/photos from members)
- About: One of 33 State/Multi-State Societies representing the National Society of American Foresters

Instagram

- Username: KT_SAF
- Name: Kentucky-Tennessee Society of American Foresters
- Category: Community Organization
- Profile Picture:



- Blurb: KTSAF is 1 of 33 State/Multi-State Societies representing the Professional Organization. 6 local chapters and 3 student chapters
- LinkTree link
- Story Highlights Items (icons below):
 - Leadership – photos of leadership with SAF title, name, job title and employer
 - Meetings – share agenda and meeting information, local and student as well
 - Join today! – screenshot of membership page, list benefits, link to sign up
 - Internship/Interns – highlight either the application or highlight current Interns – Photos with university and year in school; information they provided in their application
 - Newsletter – screenshot of cover and link
 - In the News – KY or TN forestry related news, screenshot of cover and link or sharing from other accounts
 - Events/Jobs – highlight from other accounts sharing their events and jobs
 - Why Forestry? – highlight from other accounts on why forestry is important and great! Also highlight member spotlight.

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LEADERSHIP



MEETINGS



WHY FORESTRY?



JOIN TODAY!



INTERNS



NEWSLETTER



IN THE NEWS



EVENTS/JOBS

Linktree

- Username: KTSAF
- Profile Picture:



- Name: Kentucky – Tennessee Society of American Foresters
- Blurb: 1 of the 33 societies that make up the National Society of American Foresters
- Text Highlight: Keeping Kentucky & Tennessee Forests Healthy
- Links:
 - Meeting registration (switch on and off as needed)
 - Apply to be an intern (switch on and off as needed)
 - Questions about KT membership
 - KTSAF website (<https://ktsaf.org/>)
 - Submit Events, News, and Photos to KTSAF
 - Donation Link (<https://kentucky-tennessee-saf.square.site/>)
 - National website (<https://www.eforester.org/>)

Cognito Forms

- Always include the KTSAF logo
- Examples:
 - Request Information:
<https://www.cognitoforms.com/KTSAF1/requestmembershipinformation>
 - Submit Events, News, and Photos:
<https://www.cognitoforms.com/KTSAF1/submiteventsnewsandphotos>
 - Internship Application:
<https://www.cognitoforms.com/KTSAF1/socialmediainternshipapplication2023>