



TEXAS FORESTRY
A S S O C I A T I O N

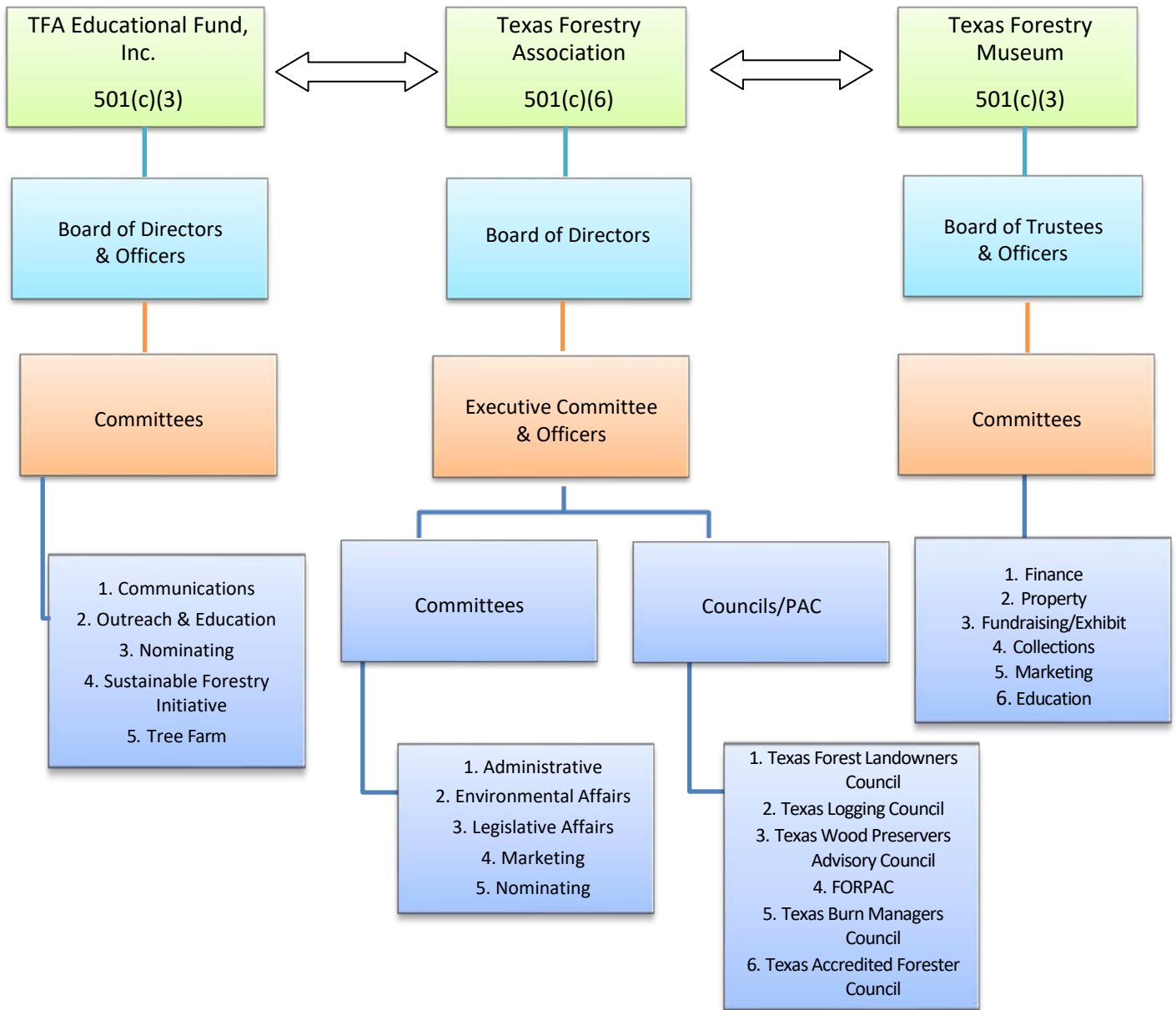
MESSAGING GUIDE

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Organizational Structure



Note: The arrows above demonstrate the connection between TFA, the TFA Educational Fund, Inc. and the Texas Forestry Museum. The TFA Executive Director serves as Secretary/Treasurer to the TFA Educational Fund, Inc. and the Texas Forestry Museum. TFA provides staffing to the TFA Educational Fund, Inc. committees.

TFA MISSION STATEMENT

- To promote an economic, social, and political climate that will advance forestry in Texas;
- Through education, political action, and public relations, promote the understanding and acceptance of forest conservation practices throughout the state;
- To serve the broad needs of the forest resource of landowners, producers, and consumers; and
- To enhance and perpetuate the Texas forest resource.

INTRODUCTION

Texas Forestry Association has been the voice of forestry for over 100 years. What began as a few concerned citizens working to preserve and promote the forest resource in Texas has become a conservation organization with nearly 3,000 members.

It is important that TFA members, committees and directors, who speak about and on behalf of the association, communicate its standards and messages uniformly and consistently. To that end, this document will help explain who TFA is, what TFA does, benefits members enjoy, and the importance of the ecological and economic benefits of this state's forest resource.

HOW TO USE THIS GUIDE

This guide provides ideas and tools for sharing compelling and cohesive messages on behalf of Texas Forestry Association. The guide is not exhaustive, but it does contain the messages that are central to TFA's focus. It is not intended that those speaking about TFA repeat the messages verbatim. The statements provide a basis for telling the TFA story consistently and in a similar tone and can be used with sharing your personal stories about Texas forests. All messages should express TFA's values of integrity, stewardship, and legacy while promoting forestry in a positive light.

Audiences for this guide include the general public, policymakers, and members. The messages are intended to increase awareness, encourage participation and bring understanding to TFA's long history of conservation and sustainable forestry initiatives. Use discretion and ethical judgment in conveying these messages. If unsure, please contact Texas Forestry Association.

The messages are broken down into five arenas. ***Who We Are*** and ***What We Do*** focus on TFA's values and mission as well as how TFA serves as the voice of forestry in Texas. The next two sections, ***Benefits of Texas Forests*** and ***Economic Impact of Texas Forests***, share the economic and environmental benefits of Texas forests using principles of conservation and sustainable forestry. The last section, ***Member Benefits***, shares how TFA enriches its members and offers opportunities for becoming active within TFA. A brief media guide and a glossary of terms are included.

We look forward to hearing how you use this guide. Thank you for working with us to advance forestry in Texas!

TEXAS FOREST LITERACY PLAN

To maintain solidarity in messaging, the Texas Forest Literacy Plan was developed as the foundation of this guide. The Texas Forest Literacy Plan was developed by TFA and several strategic partners.

Forest literacy refers to the body of knowledge and skills surrounding forest topics. The goal of forest literacy is to help constituents become forest literate so that they appreciate the importance of forests, understand concepts related to the forests of the south, communicate about forests in a meaningful way and make informed and responsible decisions about southern forests and forest resources.

The Texas Forest Literacy Plan presents a concept framework to increase knowledge, skills and action about Texas forests and sustainable forest management. <https://tfsweb.tamu.edu/TexasForestLiteracyPlan/>.

WHO WE ARE

GOALS

To serve as the voice of Texas forestry, to create awareness of TFA's extensive history guided by a conservation philosophy, and to promote sustainable forestry practices.

KEY MESSAGES

- TFA has been the voice of forestry for over 100 years and is guided by a conservation philosophy, encouraging forestry professionals and landowners to use sustainable forestry practices to maintain and grow Texas forest resources.
- The programs sponsored and facilitated by TFA help perpetuate and promote the understanding of forest resource management.

SUPPORTING MESSAGES

- Today, the Texas Forestry Association, still guided by a conservation philosophy, has become more than just an association of forest-minded landowners, businesses, and professionals. It has reached far beyond the original concept of TFA in 1914, and today represents the diverse interest of those who grow, manage, harvest, and process the forest resource of Texas.
- Texas Forestry Association strives to advance forestry in Texas by serving the broad needs of forest landowners, producers, and consumers, while enhancing, perpetuating and promoting the understanding and acceptance of forest resource management throughout the state.

WHAT WE DO

GOALS

To position TFA as the leading voice to encourage and create an economic, social, and political climate that will advance forestry in Texas through education, political action and public relations. To generate membership, awareness and engagement from unengaged forest landowners and others serving the Texas forest resource.

KEY MESSAGES

- Texas Forestry Association promotes sustainable forestry through education, landowner outreach, and logger professional development.
- Councils and committees are facilitated by TFA to engage and support landowners, producers, and consumers.
- TFA supports and encourages pro-forestry state legislators through the Forestry Political Action Committee (FORPAC) and informs contributors with an update on government affairs.
- TFA strives to perpetuate and promote the public's understanding of the value of sustainable working forests, including their enduring economic, ecological and social benefits.

SUPPORTING MESSAGES

- Membership is for anyone interested in supporting and becoming actively involved in learning about and promoting best practices for the Texas forest resource.
- TFA keeps members and interested parties informed on forestry issues through a variety of programs and published materials.
- TFA assists with preserving the forest productivity tax laws of Texas.
- TFA promotes forester accreditation and professionalization through credentialing and continuing education with the Texas Accredited Foresters Council and the Texas Burn Managers Council.
- TFA helps landowners achieve forest certification by co-sponsoring the American Tree Farm System.
- TFA promotes professionalism in harvesting with the Texas Logging Council and the Sustainable Forestry Initiative Texas Pro Logger education program.
- TFA facilitates the Texas Forest Landowners Council to improve cooperation and communication among county forest landowner associations in East Texas.
- TFA provides environmental education opportunities with Project Learning Tree, Teacher Conservation Institute and Woodland Clinics to help teachers and youth understand every facet of the industry.
- TFA provides a network of opportunities to create mutually beneficial relationships for all members.

BENEFITS OF TEXAS FORESTS

GOALS

To generate awareness of the benefits of conserving Texas forests through sustainable forestry practices including planting, harvesting, and production of timber using voluntary best management practices; to highlight the ways Texans depend on forests and the diverse benefits received from timberlands; and, to inform all levels of decision-makers about the economic and environmental impacts of Texas forests.

KEY MESSAGES

- Healthy Texas forests help filter water, renew air supply by producing oxygen, and provide habitat for diverse animal and plant species.
- Trees absorb carbon dioxide and continue to store carbon in wood that is used as structures and furniture. This process is also known as carbon sequestration.
- Texas forests provide cultural value, and spending time in the woods can lower stress levels, promote increased physical activity, and provide better mental focus.
- More than 5,000 everyday products come from working forests including lumber, plywood, paper, engineered wood products, and woody biomass. Medicines, foods, and many other items contain secondary products or byproducts of trees.
- Working forests provide economic, ecological, and generational benefits. Working forests are the livelihood of many communities in the state that depend and thrive on forest business, ecosystems and recreation.
- In sustainable forestry, timber harvesting makes way for a new forest, allowing the cycle to begin for the next generation of trees.
- Eighty-three million trees are planted on thousands of acres of working forests every year in Texas.
- TFA members play an important, active role in long-term forest sustainability.

SUPPORTING MESSAGES

- Texas' forested landscapes include public lands, commercially viable timberland, recreational forests, woodlands and urban forests throughout the state.
- Healthy forests provide a sustainable flow of economic and environmental benefits affecting generations to come. Our forests supply renewable resources for lumber, paper, other wood products, energy, and heating, along with jobs that support families and communities.
- Our forests are a critical factor in meeting growing water needs, in both quantity and quality. They also provide us with an active playground and a quiet retreat.

ECONOMIC BENEFITS OF TEXAS FORESTS

GOAL

To share the economic benefits of Texas forests and to educate audiences about the viability of timber as a renewable natural resource.

KEY MESSAGES

- There are 12.1 million acres of working forests in Texas and current information shows that Texas grows more timber than it harvests.
- Texas forestry provides 172,730 direct and indirect jobs contributing \$10.5 billion in labor income.
- Texas forestry has a total economic contribution of \$41.6 billion, and for every dollar generated, the Texas forest sector contributes 95 cents to the rest of the Texas economy.
- Texas exported more than \$1.2 billion of forest products to foreign countries in 2021.
- Eighty-three million trees are planted in the working forests of Texas each year. That's almost four trees per Texan!

SECONDARY MESSAGES

- More than two-thirds of all forestry and logging companies and the great majority of the forest product companies are found in East Texas. In 28 of the 43 East Texas counties, wood-based industries are one of the top five manufacturing employers.
- The forest-based industry is one of the top 10 manufacturing sectors in the state. The value of harvested timber ranks seventh among Texas' top agricultural commodities behind cattle and calves, broilers, milk, cotton lint, miscellaneous crops, and corn.

*Statements made in this section are based on information from the 2021 Economic Impact report by the Texas A&M Forest Service.

MEMBER BENEFITS

GOAL

To increase TFA membership by highlighting benefits and opportunities.

KEY MESSAGES

- TFA membership is available for all persons interested in learning, supporting, and becoming involved in promoting Texas' sustainable forest resources.
- Membership empowers those who join to participate in Association programs that perpetuate and promote the understanding of sustainable forest resource management.
- Membership with TFA provides opportunities for networking with people who share interests in forestry.
- Members are provided with timely information and resources through a variety of communication channels.
- TFA offers rewards for information leading to the arrest and conviction of persons accused of theft or arson on a member's property, or vandalizing a TFA member's equipment, property or timber.
- TFA recognizes members and others who have made significant contributions to forestry by offering annual awards for leadership, legislative activity, communications, excellence in wood design, and forestry education.

SUPPORTING MESSAGES

- TFA offers a number of ways to receive information including weekly emails, the bi-monthly magazine *Texas Forestry*, social media, mailings, an informative website and membership portal, as well as workshops, seminars and events that keep members up-to-date on current issues.
- Forestry-related legislation impacts the Texas economy, therefore TFA maintains contact with elected officials, continuously reminding them of the far-reaching effects of their decisions. TFA also supports pro-forestry legislators through the Forestry Political Action Committee (FORPAC). Information and updates about government affairs are also provided to TFA members on a regular basis.
- Because education is central to the mission of promoting conservation and sustainable forestry initiatives, TFA sponsors meetings and workshops that engage and inform attendees about the latest forestry information and related subjects and provides a valuable forum for forestry issues.
- TFA offers the Teacher Conservation Institute, a series of multi-day professional development workshops for educators focusing on the scientific stewardship of our natural resources. The courses showcase the environmental, social, and economic benefits provided by our Texas forests while equipping teachers with resources to implement forestry education in the classroom.
- TFA is committed to preserving the forest productivity tax law of Texas and timber classifications for taxation.
- TFA offers a wide range of programs touching every facet of Texas forestry: Workshops, seminars, and programs such as Tree Farm provide valuable resources and information for forest landowners; Project

Learning Tree (PLT), an education outreach program, co-sponsored with Texas A&M Forest Service, helps educators and students learn how to think, not what to think, about forestry.

- TFA provides networking opportunities among people who share the same interest and passion for forestry. A number of councils and committees that provide information and resources to landowners, producers, and consumers, including the American Tree Farm System, Texas Forest Landowners Council, and Texas Logging Council are open for member participation. (For more, please see the Organizational Chart on page 3.)
- TFA sponsors a leadership program, Leaders Emerging Across Forestry (LEAF) to develop future TFA leaders; develops a community of forestry leaders; and increases the influence of the forestry community throughout the state.

TFA sponsors periodic Regional Meetings and an Annual Conference providing opportunities for members and others who are interested in the working forests of Texas to gather, interact, and learn about current issues affecting our forest resources.

MEDIA GUIDE

WEBSITES & SOCIAL MEDIA

It is not necessary to include the <http://> or www. when referring or writing a web address, unless it is included in a press release. Please include hyperlinks in online documents, such as emails. Below is a list of TFA's presence on the web and social media.

Websites

- TexasForestry.org (Main Website)
- TFAtraining.org (continuing education for loggers)
- LearnPlanActTexas.org (information resource for landowners)

Facebook: @TexasForestryAssociation

Twitter: @TexasForestry

Instagram: Texas Forestry Association

Linked In: Texas Forestry Association

GUIDELINES FOR POSTING TO SOCIAL MEDIA

Members of TFA are encouraged to share TFA's Facebook posts and Tweets on their own social media pages as well as posting pictures of events they attend to their own pages. When posting to social media, please include a brief statement about the photo (what's happening) and provide location and event details, as well as any appropriate taglines and tag any strategic partners and people in the photo, if possible. Last, include any appropriate hashtags.

TAGLINES, HASHTAGS, AND TAGGING

Taglines are short phrases that communicate TFA's mission quickly and easily. They can be used when sharing an event, post, or tweet. Following is a list to choose from when posting to social media.

- The voice of forestry for over 100 years
- Working forests make sense
- A conservation organization

Hashtags are used to filter information into categories. These categories are then followed by users who share that interest. Below are some suggestions to add after the body of the message. To work as a hashtag, they must include the pound symbol and have no spaces between words.

- #TFA
- #workingforests
- #forestproud
- #txforests
- #texasforests
- #workingforestswork
- #LearnPlanActTexas

Including the 'at' symbol (@) before someone's Twitter or Facebook name, is called tagging. This alerts the tagged person or company that you mentioned them in a Tweet or Post. It's a great way to increase the audience who sees the message. Below is an example that puts all of this together for a Twitter post that would include a picture of volunteers handing out seedlings.

- TFA volunteers handing out seedlings @TexasStateFair, great day with great friends! @TexasForestService #txforests #workingforestswork #texasforests #forestproud

For questions and assistance on including TFA in social media, please contact the TFA office at (936) 632-8733, P.O. Box 1488, Lufkin, TX 75902-1488.

GLOSSARY OF TERMS

Active forest management – attaining desired forest objectives and future conditions using silvicultural operations and forest management practices.

Best Management Practices – voluntary conservation practices that protect soil and water resources, two key elements necessary for growing a healthy, sustainable and productive forest (e.g., leaving trees next to a stream or installing a culvert to cross a waterway).

Carbon absorption (sequestration) – the incorporation of carbon dioxide into permanent plant tissues and other organisms, soil and oceans.

Conservation – the management of a renewable natural resource with the objective of sustaining its productivity in perpetuity while providing for human use compatible with sustainability of the resource – *note* for a forest this may include managed, periodic cutting and removal of trees followed by **regeneration conservation**. *

Consumer – an organism, human or otherwise, that obtains energy by feeding on other organisms and their remains.

Economic (or financial) return – income or profit from an investment or the sale of land, timber or other property.

Ecosystem services – ecosystem goods and services produce the many life-sustaining benefits we receive from nature—clean air and water, fertile soil for crop production, pollination, and flood control. These ecosystem services are important to environmental and human health and well-being, yet they are limited and often taken for granted. **

Environmental Social Governance (ESG) - A term describing a subjective set of parameters used by organizations to represent their corporate financial interests related to environmental issues, outward facing social relationships, and ethical impacts.

Forest – an ecosystem characterized by tree cover and associated plant and animal communities. (Please note that the word “forest” has many definitions, but because of varying cultural, political and economic perspectives, no definition is universally recognized.)

Forest management (Forestry) – the art and science of applying technical forestry principles and practices and business techniques to the management of a forest.

Forest product – any item or material derived from forests for commercial use, such as lumber, paper, mushrooms or forage for livestock.

Renewable resource – a naturally occurring raw material or form of energy that has the capacity to replenish itself through ecological cycles and sound management practices.

Secondary forest product – an item or material produced from a primary forest product such as lumber or paper. Examples might be wooden pallets, cardboard boxes, planed and shaped boards, mushroom soup, and other products.

Stewardship – the careful and responsible management of something entrusted to one’s care, e.g., stewardship of natural resources.

Sustainable forest management – managing forests to meet the needs of the present without compromising the ability of future generations to meet their needs.

Timber harvesting – removal of trees from a forest to satisfy any or all of the expectations or needs of the forest landowner, which may be to generate income, encourage the growth of desirable flora or fauna, or protect the health of the forest ecosystem.

Timber stand – a forest stand containing trees of commercial size and quality suitable for sawing into lumber.

Urban forest – all the publicly and privately-owned trees within a city, town or suburb.

Woodlands – a plant community in which, in contrast to a typical forest, the trees are often small, characteristically short-stemmed relative to their crown depth, and forming only an open canopy with the intervening area being occupied by lower vegetation, commonly grass. *

Working forest – a forest, either public or private, that is actively and sustainably managed for the production of forest products, ecosystem services and/or natural beauty while conserving natural resources.

*The Dictionary of Forestry, The Society of American Foresters, John A. Helms, Editor, 1998

**United States Environmental Protection Agency, March 1, 2017

Other terms from the 2018 Texas Forest Literacy Plan.