



# **U.S. Forest Service Sustainable Operations**



**Maritza Huerta  
Jacqueline Emanuel**

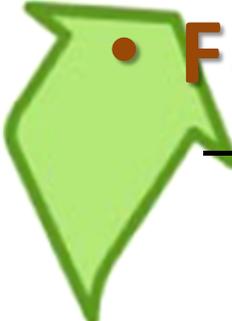


# Behavior Has Changed



- **Twitter**

- 50 million tweets a day, or 600 tweets per second



- **Facebook**

- 500 billion minutes per month on Facebook, with **the average user creating 70 pieces of content a month**



- **YouTube**

- 2 billion video views a day, hundreds of thousands of which are uploaded every day.
- Every minute, 24 hours worth of video are uploaded!

\*<http://blog.backupify.com/2010/07/16/did-you-know-data-usage-statistics/>

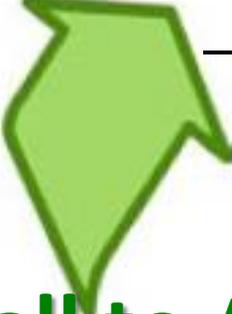


# Washington Office Sustainable Operations Social Media



## Increase Awareness

- Create an informed citizenry by informing external and internal audiences about ways to reduce ones environmental footprint



## Call to Action

- Encourage FS employees to implement sustainable operations as part of existing business, and have it be a priority that overarches every deputy chief area, every program and every R/S/A.



# YouTube

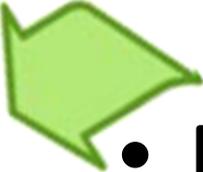
[www.youtube.com/usdaforestservation](http://www.youtube.com/usdaforestservation)

- **Equipment and Video Producing**
- **Approval Process**
  - Required approval from both the agency's Office of Communications and the Department
  - Internal Audience vs. External Audience
- **Results**
  - 1<sup>st</sup> agency staff to post a FS YouTube video
  - Three external videos, average 325 views
  - Two Internal videos



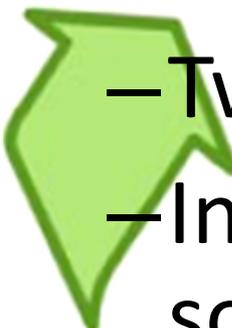
# Twitter

[www.twitter.com/gogreenfs](http://www.twitter.com/gogreenfs)



- **Developing a Strategic Plan**

- Content



- Tweet frequency

- Integrate with agency and Department social media networks



- **Followers**

- Started with 15

- Increased to 160 in two months



# Podcast

[www.fs.fed.us/sustainableoperations/media](http://www.fs.fed.us/sustainableoperations/media)



## • Steps

- Write 2-5 minute scripts
-  – Record in USDA radio and broadcast studio
- Edit and include low background music
- Post on external website
-  – Promote through existing communications, including agency social networks

# Integrated Communications



Use **new** media in collaboration with **traditional** media.

- **Open Mic Forum**

- Guest speakers, round-robin, transcribe and post

- **E-Newsletter and e-Card Announcements**

- **Website**

- [www.fs.fed.us/sustainableoperations](http://www.fs.fed.us/sustainableoperations)

- **Incorporation with General/National Internal Publications**



# Thank You

**Jacqueline Emanuel**

[jemanuel@fs.fed.us](mailto:jemanuel@fs.fed.us)

**Maritza Huerta**

[mhuerta@fs.fed.us](mailto:mhuerta@fs.fed.us)



## Twitter

twitter.com/**gogreenfs**



Text **follow gogreenfs** to **40404**

## Youtube

youtube.com/**usdaforestservice**

## Podcast

[www.fs.fed.us/sustainableoperations/media](http://www.fs.fed.us/sustainableoperations/media)

