

FIREWOOD OUTREACH COORDINATING INITIATIVE WEBINAR SERIES, JANUARY EDITION:

ENCOURAGING BEHAVIOR CHANGE VIA SOCIAL MEDIA



Presented by Leigh Greenwood, Don't Move Firewood
Program Manager, The Nature Conservancy

Don't Move Firewood campaign

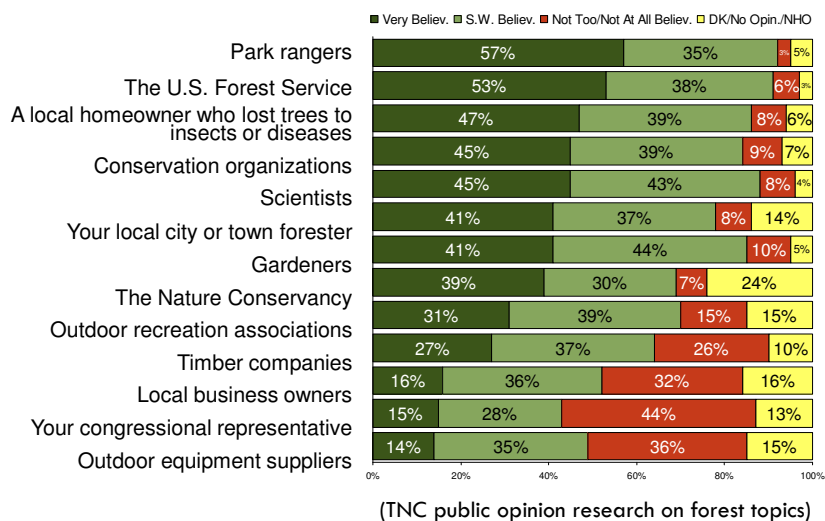
- Run by The Nature Conservancy with funding primarily from USDA APHIS
- Managed by Leigh Greenwood
- We have bug costumes



Don't Move Firewood

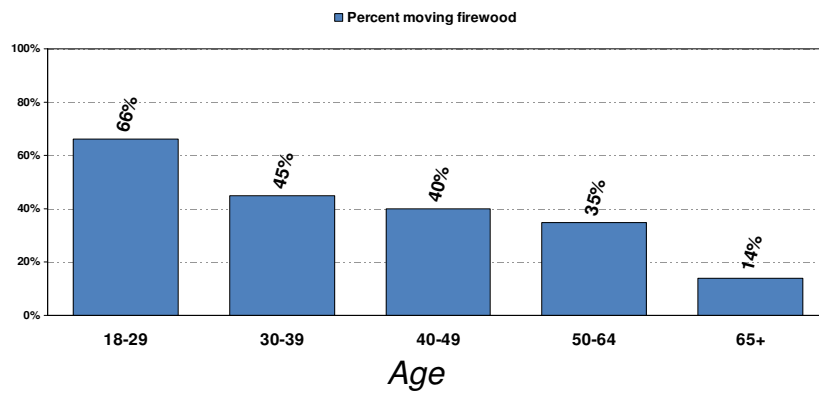
- **Conservation objectives**
 - **Lower the rate of spread of invasive forest pests**
 - Maintain tree health in urban, suburban, and natural environments
 - Decrease the chance that invasives lead to tree species functional extinction
- **Behavior objectives**
 - **Decrease long distance movement of firewood**
 - Increase purchasing of safe firewood alternatives
 - Increase purchasing of local firewood
 - Increase gathering of firewood on site when permitted

The public actually trusts us



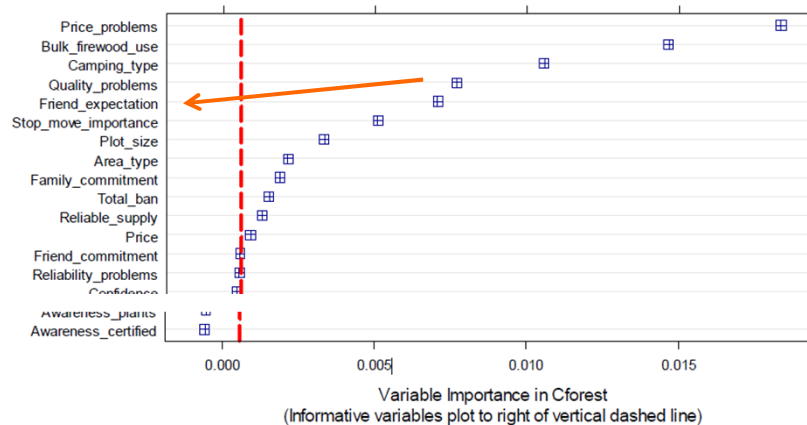
Polling informs who to target

Younger Firewood Users Move Firewood More Often



(TNC public opinion research on forest topics)

Predictive Variables in Firewood Compliance



(Wisconsin, Diss-Torrance, in preparation)

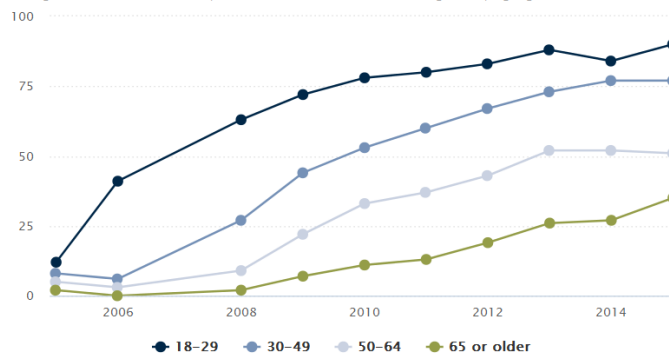
Predictive Variables in Firewood Compliance

1. Opinion that prices at or near campground are too high.
2. Whether you have a lot of wood at home: bulk firewood use.
3. What type of camping you do: tent, travel trailer, motor home/RV, cabin
4. Opinion that quality of firewood is low at or near the campground.
5. **How strongly you think your friends want you to not move firewood.**
6. How important you think it is to not move firewood.

(Wisconsin, Diss-Torrance, in preparation)

Ever-increasing use of social media

Among all American adults, % who use social networking sites, by age

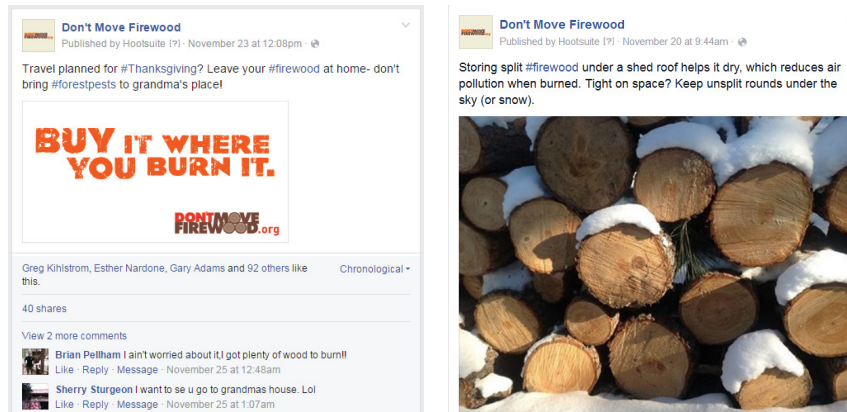


Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.

PEW RESEARCH CENTER

(<http://www.pewinternet.org>)

Tell your friends...



- FACEBOOK: 5,470 LIKES AND TYPICAL WEEKLY REACH 1000+

Tell your friends...



- TWITTER: 1,960 FOLLOWERS AND GOOD TWEET REACH 2,250+

Tell your friends...



FIREWOOD ALERT!

HELP STOP THE SPREAD OF INVASIVE PESTS & DISEASES.

Tree-killing invasive species like emerald ash borer and Asian longhorned beetle can't move far on their own, but they can jump hundreds of miles when people move firewood. It doesn't matter if the tree looked sickly, insect infested, or not - firewood from backyard trees, street trees, and forested lands is all best used as locally as possible.

TO PROTECT FUTURE GENERATIONS OF TREES:

- Do not bring firewood with you when you travel
- Burn firewood cut from your backyard or street trees on your own property
- Encourage family and friends not to move firewood

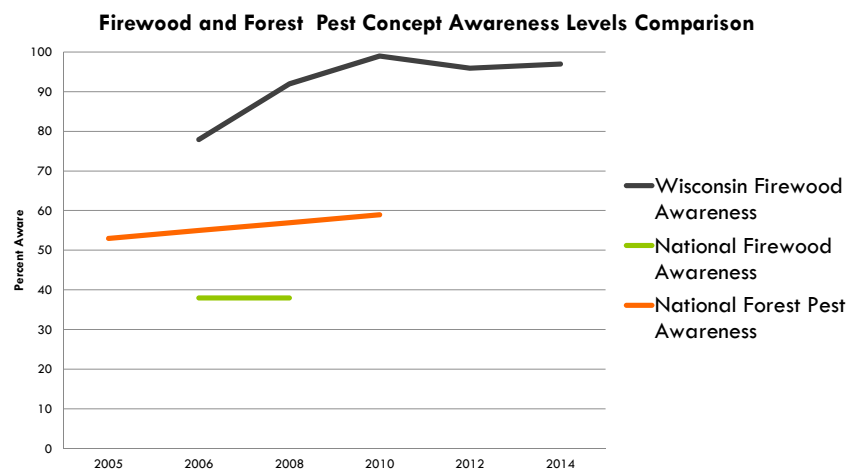
DONTMOVE FIREWOOD.org

YOUR LOGO HERE

TO LEARN MORE ABOUT FIREWOOD REGULATIONS AND RECOMMENDATIONS IN YOUR AREA, VISIT DONTMOVEFIREWOOD.ORG/MAP

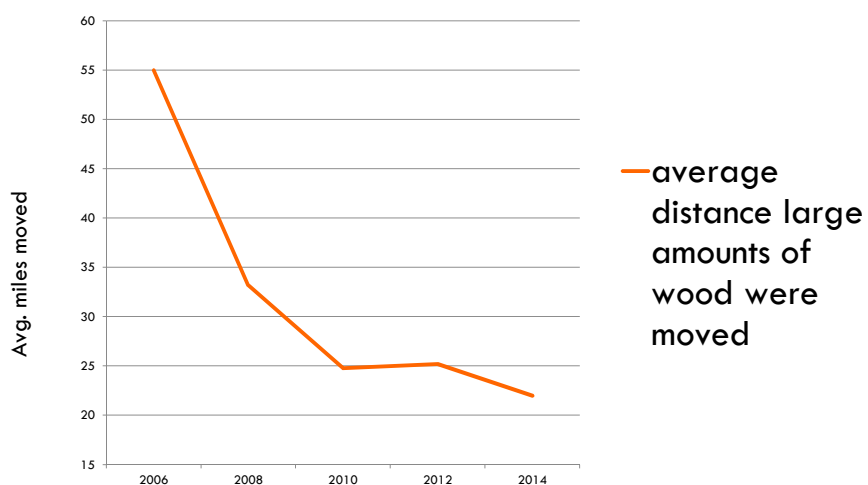
- WEBSITE AS HOME BASE : 16,000 SESSIONS IN NOVEMBER 2015

Campers can become very aware



(Wisconsin, Diss-Torrance, in preparation)

Higher Awareness, Higher Compliance = Less Distance of Firewood Moved



(Wisconsin, Diss-Torrance, in preparation)

Behavior Change Campaigns

These campaigns are listed so you can see what other organizations, messages, and techniques may be useful to you.

- Keep America Beautiful www.kab.org
- Don't Move Firewood www.dontmovefirewood.org
- Play Clean Go www.playcleango.org
- Leave No Trace www.lnt.org
- Hungry Pests www.hungrypests.com
- Protect Your Waters www.protectyourwaters.net
 - Clean Drain Dry <https://twitter.com/cleandraindry>
 - Stop Aquatic Hitchhikers www.facebook.com/StopAquaticHitchhikers

Behavior Change Messaging Basics

- Clear and “do-able” call-to-action (CTA)
- Short phrases or nice graphics- or both
- Below are two examples to illustrate CTA in the text plus effective image to complement the CTA in relevant conservation social media accounts



Thank you!



Contact Leigh at LGreenwood@tnc.org