Welcome to the FSC Australia consumer engagement campaign, in this pack you will find suggested posts and the FSC Australia social media schedule.

This year’s campaign will focus on educating consumers about the impact their responsible choices can make to issues like deforestation and climate change.

**KEY DATES**

- 1st September - Campaign Launch
- 23rd September - Entries Close 5pm AEST
- 25th September - Major Prize Draw
SAMPLE POSTS

TWITTER

• Forests are more than trees, discover how @FSCAustralia helps you take care of forests & WIN an eco-holiday http://bit.ly/EscapeWithFSC 7

• Forests are disappearing at an alarming rate, discover how you can take care of forests & WIN and eco-holiday http://bit.ly/EscapeWithFSC 8

• We support @FSCAustralia because FSC protects & preserves wildlife habitat. Learn more & WIN an amazing eco-holiday http://bit.ly/EscapeWithFSC 1, 2, 3, 4 or 5

• We choose #FSC products to help take care of forests. Discover how you can take care of forests too & WIN an eco-holiday http://bit.ly/EscapeWithFSC 6

FACEBOOK

• Today forests are under threat & disappearing at an alarming rate, discover how you can help take care of forests & WIN an amazing eco-holiday http://bit.ly/EscapeWithFSC 8

• Make your pledge to help take care of forests for your chance to WIN a 5-night stay at @PaperbarkCamp in beautiful Jervis bay for you and three friends!! (Because you deserve it!) just enter here http://bit.ly/EscapeWithFSC 1, 2, 3, 4 or 5

• We choose #FSC Certified products to ensure forests are taken care of. Help us help the forest by taking part in the annual celebration of responsible forestry with @FSCAustralia for your chance to win an amazing forest holiday. http://bit.ly/EscapeWithFSC 6
SAMPLE POSTS

PINTEREST
Feel free to post any of the 8 sample images or repin posts from the FSC Australia Pinterest page https://www.pinterest.com/fscaustralia/

INSTAGRAM
• Forests are our planet’s best defence against climate change to learn more and WIN an amazing eco-holiday check out the link in the @FSC_Australia bio #ecotourism #EscapeWithFSC 8
• Make your pledge to help take care of forests for your chance to WIN a 5-night stay at @Paperbark_Camp in beautiful Jervis bay for you and three friends!! Just enter @FSC_Australia #ecotourism #EscapeWithFSC #BecauseYoudeserveyt 5
• We choose #FSC Certified products to ensure forests are taken care of. Help us help the forest by taking part in FSC Friday with @FSC_Australia for your chance to win an amazing forest holiday. Click the link in the @FSC_Australia bio #LeaveALegacy #EscapeWithFSC 6

LINKEDIN
Visit the FSC Australia Linkedin account during September to see thought-leadership style articles that will be of interest to your audiences. You are encouraged to share these posts where-relevant, as they will be of most interest in a professional capacity.
• We choose #FSC Certified products because FSC is good for forests and good for business. Help us help the forest by taking part in the annual celebration of responsible forestry with FSC Australia & New Zealand for your chance to win and amazing forest holiday. http://bit.ly/EscapeWithFSC
HOW TO USE THE BLANK TEMPLATE

We have provided you with a blank template as an illustrator file to create and share your own content. This is the perfect opportunity for you to tell your own FSC story. You could place your logo in the blank area, one of your certified products, promotional pictures, inspirational images and/or quotes! The possibilities are endless.

All we ask is that you **do not** change anything on the right hand side banner.

Any design questions can be sent through to info@au.fsc.org
OTHER THINGS YOU CAN DO:

FSC Friday is a global celebration held each year on the last Friday of September, with businesses, organisations & individuals from all around the world taking part. Below are some suggestions for how to leverage this day to engage with your supporters, staff, or clients. You can hold your event on FSC Friday (25th of September) or any time during the month of the campaign.

**Hold a forest themed morning or afternoon tea**

Encourage staff in your workplace to wear something green, and bring a plate of food. Invite a staff member to talk about your responsible forest initiatives or products. Print FSC posters to create a small display (pdf available via email), and contact us for up to 20 FSC Booklets to be posted to you.

**Make a public or internal FSC pledge**

To enter the competition individuals make a pledge to make responsible choices that help care for forests. Many businesses and organisations have internal or external commitments to sourcing FSC products or supporting the continued development of the FSC system. Use FSC Friday as an opportunity to celebrate this, either internally to educate staff, or externally to demonstrate the importance of forests to your clients, supporters or customers. Send your pledge to us before 10th September for your chance to be featured during the campaign.

**Create an FSC display**

Does your organization sell amazing FSC products? Create a display somewhere in your office and share a photo of it on social media. In 2014 campaign sponsors Asaleo Care created a beautiful display in their reception area and included information about how to enter the competition so anyone waiting could enter.
FOLLOW US ON SOCIAL MEDIA

www.facebook.com/FSCAustralia

www.twitter.com/FSCAustralia

www.instagram.com/fsc_australia/

www.pinterest.com/fscaustralia/

www.linkedin.com/company/fsc-australia
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**FSC AUSTRALIA SOCIAL MEDIA CALENDAR**
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