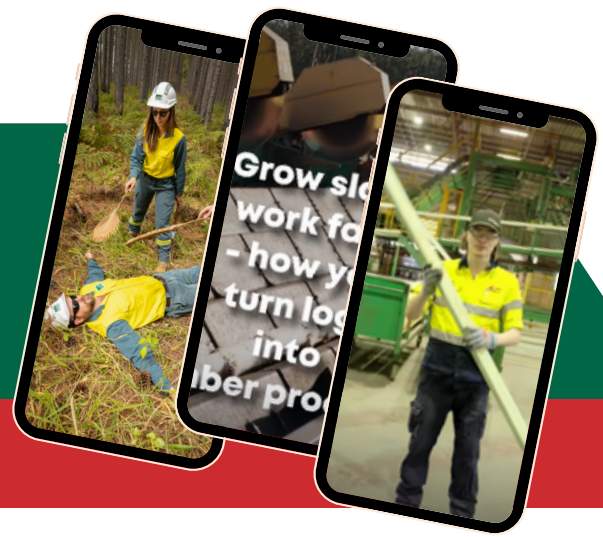


FACT SHEET

A SIMPLE GUIDE TO DEVELOP YOUR OWN COMMUNICATIONS CAMPAIGN

KEY LEARNINGS TO GROW EFFECTIVE FOREST & TIMBER COMMUNICATIONS



Effective communication is a necessary and powerful tool to create awareness, engage communities, and build industry support. Across 2022 - 2024 the South East & Central Queensland Regional Forestry Hub funded a pilot communications campaign project in the Wide Bay region to test and evaluate how targeted campaigns can reshape perceptions and attract new talent. This fact sheet summarises key learnings from the project which in two rounds of content development planned, created and placed over 30 social media videos across various platforms. Insights from the pilot project can assist the development of your own industry communications campaign. Read the full report for more detailed analysis of the research, content creation, testing, implementation and campaign evaluation.

1

SET CLEAR GOALS

Define what you want to achieve:

- **Improve Perceptions:** Address common misconceptions and promote positive industry aspects.
- **Increase Awareness:** Highlight sustainability practices and career opportunities.
- **Engage Communities:** Foster connections with stakeholders like schools, parents, and local influencers.

Further reading
pages 2-4 &
Appendix 3

2

KNOW YOUR AUDIENCE

Primary Targets

- **Generation Z (Ages 13-24):** Social media-savvy and sustainability-conscious.

Secondary Targets

- **Teachers and Career Advisors:** Trusted sources for students.
- **Parents (Ages 38-50):** Key influencers on career decisions.

Further reading
pages 2-6 &
Appendix 3

3

CRAFT COMPELLING MESSAGES

Focus on themes which could include:

- **Sustainability:** "Whenever a tree is harvested, at least one more is planted."
- **Career Opportunities:** "There's a role for everyone—from tech-savvy jobs to hands-on roles."
- **Everyday Impact:** "The timber industry produces essentials like paper, furniture, and housing."

Include relatable visuals, such as:

- Workers of all genders and ages.
- Images of regrown plantations and sustainable practices.
- Everyday timber products in use.

Further reading
pages 3-6 &
Appendix 2

4

LEVERAGE EFFECTIVE CHANNELS

Social media was chosen as the primary channel for the pilot campaign due to its ability to:

- **Reach Target Demographics:** Platforms like TikTok, Instagram, and Facebook are where Generation Z, parents, and educators spend the majority of their time online.
- **Cost-Effectiveness:** Social media allows for both organic reach and highly targeted paid campaigns at a lower cost compared to traditional media.
- **Engagement Potential:** Interactive features such as likes, shares, comments, and challenges foster a two-way dialogue, making campaigns more impactful.
- **Visual Storytelling:** The visual nature of platforms like Instagram and TikTok enables the use of compelling images and videos to effectively communicate key messages.

Social Media Platforms

- **TikTok & Instagram:** Best for engaging younger audiences.
- **Facebook:** Effective for parents and educators.

Recommended Content Formats

- **Short Videos (15-30 seconds):** Use humor, surprises, and striking visuals.
- **Interactive Posts:** Challenges, polls, and Q&A formats.
- **Behind-the-Scenes:** Showcase day-to-day industry activities.

Learn more in
Appendix 3 & 4

5

CREATE ENGAGING CONTENT

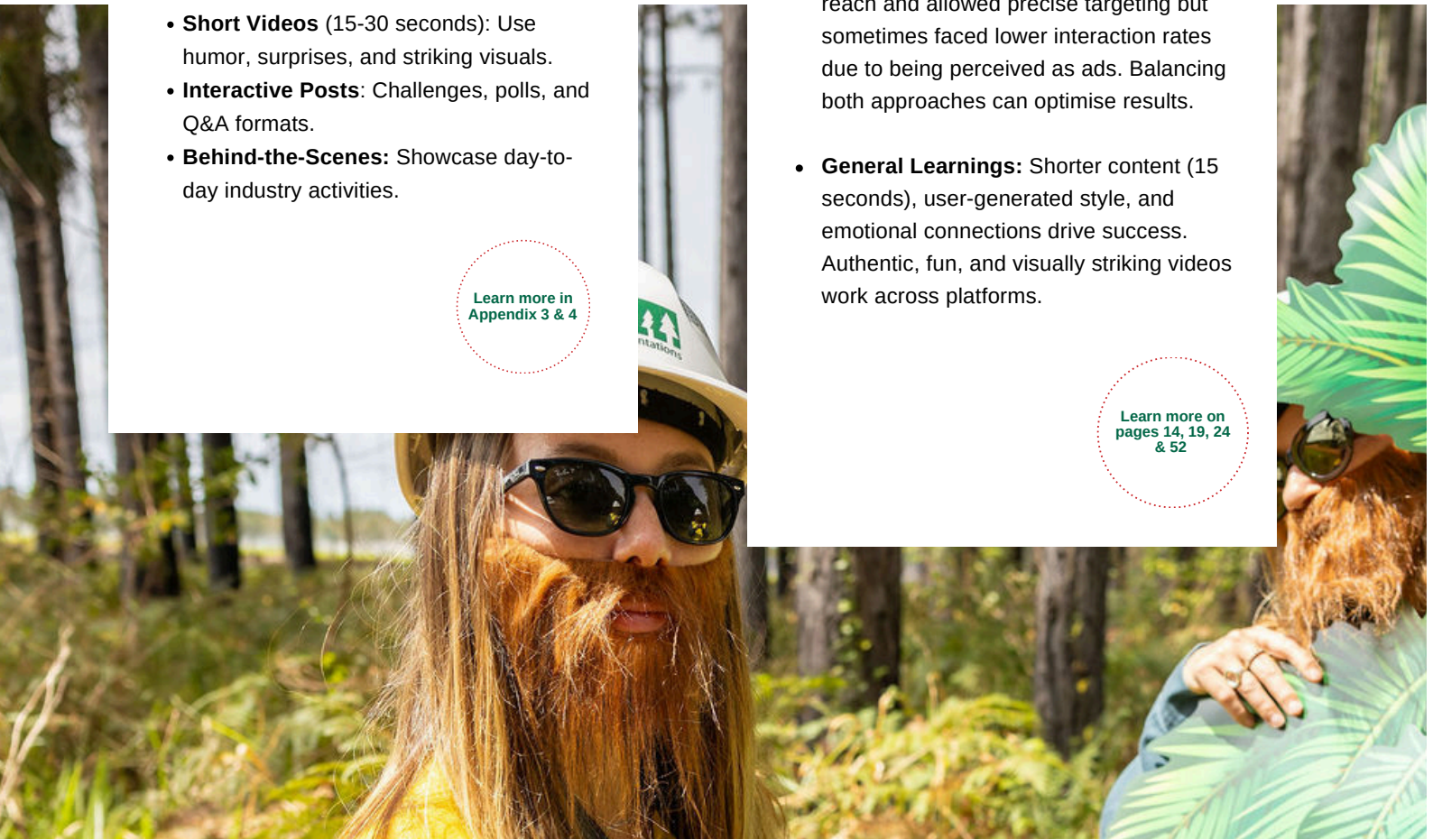
The best performing content will have:

- **Strong Hook:** Capture attention in the first 3 seconds.
- **Human Connection:** Show real people and relatable stories.
- **Trendy Elements:** Use popular sounds and styles.
- **Conciseness:** Keep videos short and impactful.

Insights from Meta and TikTok:

- **Meta Success:** Videos with strong visuals, trending music, and captions performed best. For example, the "Timber Branding Full Video" had the highest reach and impressions.
- **TikTok Highlights:** Campaigns with humor, relatable content, and visually engaging elements resonated most. The "Industry Myths - Products" video had the highest engagement and proved that breaking down misconceptions is impactful.
- **Organic vs Paid Content:** Organic posts often had higher engagement because they felt more authentic and leveraged TikTok's algorithm to reach interested users. Paid content ensured a broader reach and allowed precise targeting but sometimes faced lower interaction rates due to being perceived as ads. Balancing both approaches can optimise results.
- **General Learnings:** Shorter content (15 seconds), user-generated style, and emotional connections drive success. Authentic, fun, and visually striking videos work across platforms.

Learn more on
pages 14, 19, 24
& 52



6

TEST & OPTIMISE

Testing campaigns is crucial to understand what resonates with your audience. In the pilot project, Round 1 campaign content provided invaluable insights into content performance, audience preferences, and platform-specific engagement.

Testing allowed for:

- **Identifying Effective Strategies:** Determining which themes, formats, and messages worked best.
- **Audience Feedback:** Using focus groups to gather direct input on video content.
- **Data-Driven Decisions:** Leveraging metrics like CTR (click through rated), reach, and engagement to refine approaches.

How Round 1 Learnings Improved Round 2 Content:

- **Shorter Videos:** Feedback from Round 1 indicated that content should be concise (around 15 seconds).
- **Less Produced Content:** Authentic, user-generated styles were more appealing.
- **Enhanced Targeting:** Adjustments were made to better align content with audience preferences, such as trending sounds and humorous elements.
- **Incorporating Feedback:** Suggestions from focus groups, like "Fact or Fiction" interview styles and showing career benefits, were integrated into Round 2.

Test Your Campaigns:

- Run A/B tests to compare different messages and formats.
- Monitor metrics like engagement, click-through rates (CTR), and audience reach.

Optimise:

- Optimising means to make social media profiles more effective and engaging
- Shorten underperforming content.
- Incorporate feedback from your target audience.
- Use insights to refine your approach.

Learn more on pages 12-22

7

MONITOR SUCCESS

Track your campaign's effectiveness:

- **Awareness:** Number of views and shares.
- **Engagement:** Likes, comments, and follows.
- **Impact:** Survey perceptions before and after the campaign.

Learn more on pages 53-59 and in Appendix 5

Neutral perceptions of the industry dropped from 23% in 2022 to just 12% in 2024 — exceeding the pilot project goal by 10%.

Across the 2 year pilot project positive first perceptions of the forest and timber industry in the Wide Bay area increased by 8% from 74% (2022) to 82% (2024).

In 2024, 28% of respondents said rarely think about where wood products come from—down 4% from 2022. These figures show progress but highlight the need for ongoing communication efforts.

In 2024, 79% of respondents agreed the forest and timber industry is vital to daily life—a 4% increase since 2022. Yet, with 21% still neutral or disagreeing, ongoing education about the industry's role in everyday essentials like paper, packaging, housing, and furniture remains crucial.



8

EVALUATE

Evaluation is a key step in measuring success and refining future communications strategies. To evaluate your campaign effectively:

- **Define Metrics:** Establish clear metrics for success, such as impressions, engagement rates, click-through rates (CTR), or sentiment analysis.
- **Collect Feedback:** Use surveys, focus groups, and social media comments to gather qualitative insights on audience reactions.
- **Analyze Data:** Review platform analytics to understand what content performed best and why. Key tools include TikTok Analytics, Meta Business Insights, and third-party analytics platforms.
- **Compare Against Goals:** Measure the results against the goals set at the beginning of the campaign to determine success.

The pilot campaign was instrumental in identifying what works for targeted audiences and platforms.

Key evaluation insights include:

- **Content Performance:** Humor and relatable scenarios proved most effective. Videos such as "Industry Myths - Products" resonated strongly with viewers.
- **Audience Engagement:** Organic content outperformed paid posts in terms of engagement but had a smaller reach. Paid content successfully targeted specific demographics, ensuring broader exposure.
- **Platform Insights:** TikTok's algorithm favored authentic, less-produced content, while Meta's audience responded well to polished visuals and clear calls to action.
- **Learning Application:** Incorporating feedback from focus groups and refining content led to marked improvements in Round 2 performance, and local businesses to amplify reach.

Learn more on pages 12-24

9

NEXT STEPS

Building on the success of the pilot project and utilizing knowledge gained during the evaluation future communications campaigns could:

- **Expand Target Audiences:** Broaden outreach to include younger millennials and urban populations for wider impact.
- **Focus on Hybrid Strategies:** Combine organic content to build trust with paid promotions for reach and targeting.
- **Develop Evergreen Content:** Create reusable content that emphasises core messages, like sustainability and career opportunities.
- **Leverage Advanced Analytics:** Use data insights to fine-tune campaigns in real time and test emerging trends.
- **Strengthen Partnerships:** Collaborate further with schools, influencers, and local businesses to amplify reach.

Learn more on pages 53-59

10

TAKE ACTION

Post-pilot project research indicated the need for ongoing, positive communication messages to improve the audiences understanding and connection with the forestry and wood products sector. All proponents of the industry supply chain are encouraged to use these tools and tips to:

- Educate your community.
- Promote industry opportunities.
- Inspire positive change!

Be inspired!
Click here to watch all of the social media content produced for the pilot project.

Get motivated!
See the full report for summaries of other national and international industry communications programs.