

Put forest education in the social-media telescope



ITTO, the Food and Agriculture Organization of the United Nations and the International Union of Forest Research Organization are inviting students, teachers, professors and school administrators from **now until the end of January 2021** to help promote the Global Forest Education Project on social media by doing the following:

- Using a phone or other video recording equipment, take a short video (less than 30 seconds) of yourself. Start with a short introduction (name, affiliation, country) and then, in a sentence or two in very simple language, explain why forest education is so important.

Examples—

“Forest education is vital for training the next generation of foresters to sustainably manage the world’s forests and the many benefits they provide for people, animals and the environment.”

“Forest education is important to help address misconceptions around forestry and maximize the contributions of forests and trees to sustainable development.”

- Upload the video to your own social media channels, and don't forget to include the project hashtag, **#GlobalForestEducation**, in your post.
- Tag us on Twitter and Facebook, as well as any regional, national or local associations you think might be interested in the project. Helpful tags:
 - Twitter: @FAOForestry @itto_sfm @IUFRO

- Facebook: @ITTOSFM @IUFRO
- Send us an email at NFOI@fao.org with links to your post so we can help disseminate and share with partners!
- Regardless of whether you post them on social media, we encourage you to share the videos with us directly by email at NFOI@fao.org via WeTransfer (wetransfer.com) for potential promotion on the social media accounts listed above. A compilation of the videos will be assembled and used for promotion, including at the International Conference on Forest Education to be held in Rome, Italy (date to be confirmed).

More information on the Global Forest Education Project is available at www.fao.org/forestry/forest-education