

Southern Forest & Tree Health Diagnostics: Facebook Portal Impact Survey

www.facebook.com/groups/SouthernTreeHealthDiagnostics

Almost **500 members** in **LESS THAN 1 YEAR!**



Do you find our page valuable?



4.2/5 Users rated this page a 4.2 out of 5, between **VERY** and **EXTREMELY VALUABLE**

As a student in forestry, this page is an extremely valuable tool and resource for learning about the pests, pathogens, and diseases which affect our trees.

As an arborist it assists me when identifying pests and tree problems for my customers.

Our page has...

53%

Helped you better answer client/customer questions

69%

Improved your skills as an educator/consultant

41%

Encouraged you to seek advanced training/more educ. in forest health

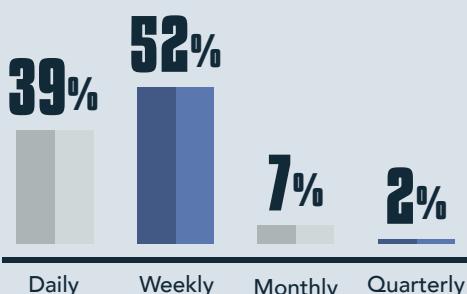
34%

Helped improve the health of trees in your community

42%

Increased partnerships with other professionals

How often do you visit our page?



The majority of users view our posts **DAILY** or **WEEKLY**.

How much time are we saving you?



3.2/5 Users rated this page a 3.2 out of 5, between **SOME TIME & A LOT OF TIME**



How much money are we saving you?

One responder said information from this page saved them **over \$10,000**, while several said they experienced savings of **at least several hundred up to a thousand dollars**. Many said it saved them **between \$1 and \$100**, with one saying it saved them **\$25 per post**.

Data for this survey was obtained by posting a short SurveyMonkey survey to the Facebook page in spring 2018. All members of the page had access to the survey, and two reminders were posted. A total of 62 usable responses were obtained. A copy of the survey questions is available upon request.

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 **FOREST HEALTH**
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