



Social Media Playbook

NICFI Satellite Data Program

Launched in October 2020, the NICFI Satellite Data Program provides, for the first time, comprehensive access to high-resolution satellite monitoring of the global tropics to help reduce and reverse tropical forest loss. The goal of this social media kit is to help you spread the word, and to help us share your impactful stories!

To give you a few ideas and suggestions, we've prepared some tweets and posts for you to share below.

Please reach out to nicfi-servicedesk@ksat.no if you have any questions or feedback regarding this document.

Accounts

Please use the following references in your posts so we can like and re-share them!

	NICFI	KSAT	Planet	Airbus
Facebook	N/A	@KSAT.kongsberg	@planetlabs	@AirbusSpace
Instagram	@climateforest		@planetlabs	@Airbus_space
LinkedIn	#NICFI	@KSAT – Kongsberg Satellite Services	@planetlabs	@Airbus Defense and Space @Airbus Defense and Space - Intelligence
Twitter	@climateforest	@KSAT_Kongsberg	@planet	@AirbusSpace



Hashtags

We are using the following hashtags to connect the community and highlight user stories:

- #NICFISatelliteDataProgram
- #HighResForForests
- #SatelliteImagery
- #EarthObservation
- #Sustainability

Citations

When using the Planet-NICFI imagery you are required include the following citation:

- Imagery © 20xx Planet Labs PBC. All use subject to the Participant License Agreement (where “xx” denotes the year the image was captured)

The access to and use of SPOT 5, SPOT 6/7 imagery is subject to the Airbus Master Content License Agreement related to the NICFI Satellite Data Program. When using Airbus-NICFI imagery (SPOT 5 and/or SPOT 6/7 images, the following credit and sensor should be displayed:

- (i) For SPOT 5 imagery data: “SPOT 5 © CNES (year of acquisition), Distribution AIRBUS DS”;
- (ii) For SPOT 6 and 7 imagery data: “SPOT 6 / 7 © AIRBUS DS (year of acquisition)”.

When possible, we kindly ask you to refer to or acknowledge the NICFI Satellite Data Program as the provider of the data by adding the following: “This data has been provided under the NICFI Satellite Data Program.”

We suggest and recommend using the aforementioned citations to improve the discoverability of your work, including if you are using images as a complement for your written content.



Content

We would love to see your use cases and impact shared with the rest of the forest & climate community and world! Please feel free to use some of the below templates and tools.

Example 1: Sharing an image

We can now monitor our areas of interest remotely using the @planet basemaps from #NICFISatelliteDataProgram. You can find more about our work to protect the tropical forests of the world on our website [Add link].

Example 2: Sharing a before and after image – for Level 2 users:

Historical SPOT 5 and SPOT 6/7 high resolution imagery from #NICFISatelliteDataProgram describe natural forests and the main landscape features over 20 years; they help us to focus on areas that matter most.

Combined with @Planet basemaps from the #NICFISatelliteDataProgram, it helps us monitor the true impact of deforestation.

You can find more about our work to protect the tropical forests of the world on our website [Add link].

[before image showing natural forests and after image of forested/deforested area*]

(*) TIP: Use the “Take a screenshot” tool inside of Planet Explorer (camera icon on the top right side) to easily export annotated images.

Example 3: Sharing an article, blog, etc

We are using #NICFISatelliteDataProgram data products to advance the research of tropical forest degradation and loss and to fight for the rights of the indigenous communities that live in them. You can also find more information on the NICFI program and sign up at www.planet.com/nicfi

[Link to article, blog, etc]



Example 4: Sharing a map

With #NICFISatelliteDataProgram data we can better see and explain the harm that is being done to our forests, and help find solutions to protect it.

[Link to map*]

(*) TIP: Planet and Mapbox have partnered to create templates and step-by-step instructions for how to use NICFI imagery in custom web maps built with Mapbox GL JS. You can find those resources at

<https://labs.mapbox.com/education/nicfi-templates/>

Example 5: Sharing an animated map

I am using the #NICFISatelliteDataProgram to see change more easily in my regions of interest. This helps me communicate the importance and urgency of climate action more easily.

[Link to GIF*]

(*) TIP: Planet and GEE have partnered to make the NICFI imagery available in GEE. You can find more information at

<https://developers.planet.com/docs/integrations/gee/nicfi/>

Some additional examples that you can use across your social media platforms:

- Facebook:
 - Join the #NICFISatelliteDataProgram and get access to new data and tools to investigate deforestation in the tropical regions! Find more information at www.planet.com/nicfi
- Instagram
 - I am using #HighResForForests as part of the #NICFISatelliteDataProgram in my work to reduce and reverse tropical forest loss. You can find more about my work at [Add Link].
- LinkedIn
 - In my work I am using #NICFISatelliteDataProgram data products to track deforestation and fight for the health of our tropical forests.. You can sign up at www.planet.com/nicfi to get access.
- Twitter:
 - We are putting #HighResForForests to work! Check out how we are advancing #climate and #conservation solutions through the #NICFISatelliteDataProgram.