**ACI Chapter Social Media**

August 2022

Dear ACI Chapters:

We are pleased to present the first installment of industry social media posts for ACI chapter social media profiles. These posts are formatted for Facebook, LinkedIn and Twitter. In addition to the industry-related content below, we highly encourage you to incorporate posts about your local chapters. Localized messaging might include posts welcoming new members, promoting/sharing links to resources and blog articles on your website, awards announcements, and sharing positive news articles mentioning your chapter, board of directors or members. Be sure to promote chapter meetings, events, education sessions and certification courses before registration deadlines expire, and post reminders of scheduled events the day before they take place.

Some localized post examples include the following suggestions. Samples are based on ACI National posts and resources and can be customized to promote your chapter events, webinars, materials, etc.

* #MemberMonday: *[Welcome a new member or rotate throughout your membership to feature a different member each Monday. You could begin with sponsoring members and cover your membership throughout the year. Share the member’s website.]*

We’re proud to call [COMPANY NAME] a [INSERT CHAPTER NAME] member! Visit their website to learn more about their latest #concrete projects. #MemberMonday

[link to company’s website]

* #TechTuesday: *[On Tuesdays, promote a technology-focused training seminar or webinar, or share an IT- or software-based solution or tip.]*

#TechTuesday Building Information Modeling (BIM) allows designers and engineers to construct a structure “virtually” before “physically” so interface among building systems can be coordinated. Visit ACI’s BIM resources page:

https://www.concrete.org/topicsinconcrete/topicdetail/bim?search=bim

* #WebinarWednesday: *[Promote upcoming webinars or share links for previous, recorded ones on Wednesdays.]*

Don’t forget to register for [WEBINAR TITLE] on [MONTH, DAY, YEAR,] from [TIME START AND END]. #WebinarWednesday

[link to your webinar presentation]

* #ThrowbackThursday (#TBT) or #FlashbackFriday: *[A great way to re-share your most popular posts, promote older material/content that is still relevant or to highlight photos, articles, milestones celebrating your chapter’s history.]*

Today's #ThrowbackThursday takes us back to the [YEAR AND NAME OF A PREVIOUS ANNUAL MEETING OR EVENT]! Look forward to seeing all of you next week at [NEXT ANNUAL MEETING OR EVENT].

[post photo(s) from the previous annual meeting or event]

* #ACICertification: Promote the courses you offer or talk about the benefits of certification.

Check out the #ACICertification sessions happening this month! Learn more:

[link to your certification courses]

*NOTE: Social media tags are highlighted below the links, in yellow (if @ tags are available). When posting via Hootsuite, Sprout Social or directly to Facebook, Twitter or LinkedIn, a drop-down will appear to select the appropriate page to tag. Facebook tags are followed by Facebook page names in parenthesis. If you click on a link and it does not bring you to the desired website, copy and paste the link into your browser.* ***Use Twitter @ tags to ensure posts fit within Twitter’s character count limits.***

*Customizable graphics, such as for #MemberMonday, are located in the ACI Canva account. You will need a Cava account to get started. Visit* [*www.canva.com*](http://www.canva.com) *to get started. Use these Canva template links to insert your own text, logos, etc. into the designed graphics.*

LinkedIn

<https://www.canva.com/design/DAFMTsAV4JU/Tqe-9_AoStJxfUa5l7LRFg/view?utm_content=DAFMTsAV4JU&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview>

Twitter

<https://www.canva.com/design/DAFMTgk22R0/82cZKxuhVi1bQsdo4dXmTA/view?utm_content=DAFMTgk22R0&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview>

Facebook

<https://www.canva.com/design/DAFMTtbfIqE/9zA5P3psC3hraUlW5bGdwA/view?utm_content=DAFMTtbfIqE&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview>

**General**

#DidYouKnow? The CIM Program’s #concrete industry management degree is one of the highest-paid college majors and has a 100% placement rate. ACI Foundation is a longtime financial supporter of the CIM program. Learn more:

https://www.concretedegree.com/

FB: @CIM-Program-283015635044 (CIM Program), @acifoundation (ACI Foundation); Twitter: @ConcreteDegree, @ACIFoundation; LI: @ACI Foundation

How do you build a structure that lasts a lifetime? Chose a building material that is sustainable, long-lasting, easy to work with, safe and strong. Build With Strength explains why #concrete is all of those things:

https://buildwithstrength.com/strength/

FB: @buildwithstrength (Build With Strength); Twitter: @BuildStrength; LI: @Build With Strength

Unique geometries and novel forming solutions were used for this 36-story #concrete frame high-rise, which resulted in tiers shaped like tree leaves. Structure Magazine provides design details:

https://www.structuremag.org/?p=20076

FB: @structuremagazine (Structure Magazine); Twitter: @STRUCTUREmagazine; LI: no presence

Don’t miss the latest Digging Deeper Podcast! "Concrete: A Sponge for Carbon Dioxide” explains the concept and science of #concrete acting as a #carbon sink. The podcast is produced by ForConstructionPros.

https://www.forconstructionpros.com/podcasts/digging-deeper/podcast/22171817/concrete-as-a-carbon-sink

FB: @ForConstructionPros (ForConstructionPros.com); Twitter: @4ConstructnPros; LI: no presence

**Industry**

44 state DOTs (and counting) have approved portland-limestone cement (PLC) in specifications, says Concrete Products. PLC is a blended #cement with higher limestone content that performs the same as portland cement, but with a reduced #carbon footprint.

https://concreteproducts.com/index.php/2022/05/03/portland-limestone-cement-uptake-44-states-and-counting/

FB: @ConcreteProducts (Concrete Products); Twitter: @ConcreteProduct; LI: @Concrete Products

#TechTuesday Cemex is testing a process that converts CO2 emitted by a #cement kiln into #carbon nanomaterials that can be used to create cement-based materials for #construction and other industries. This could be a game-changer! Via The Construction Index

https://www.theconstructionindex.co.uk/news/view/cemex-makes-nanomaterials-from-waste-co2

FB: @cemex (Cemex), @TheConstructionIndex (The Construction Index); Twitter: @CEMEX, @TCIndex; LI: @The Construction Index Ltd

A solution for fly ash shortages? Ground glass pozzolans (GGPs) can be used instead of fly ash to improve the durability of concrete. One company is improving the glass-recycling process to make GGPs available to the #concrete industry, says Roads & Bridges.

https://www.roadsbridges.com/ground-glass-pozzolans-and-future-concrete-infrastructure

FB: @RoadsBridgesmag (Roads & Bridges); Twitter: @roadeditor; LI: @Roads & Bridges

Plastic shrinkage cracking occurs when #concrete is placed in hot or dry environments. To learn how to stop plastic shrinkage cracking with microsynthetic fibers, watch this fun and informative video by Oklahoma State Professor Tyler Ley:

https://www.youtube.com/watch?v=fqrTGD3VKGY&t=345s

FB: @concrete.tyler (Tyler Ley), @okstate (Oklahoma State University); Twitter: @okstate; LI: no presence

**Industry/ACI**

#Didyouknow? #ACICertification can help with career advancement & job opportunities. For project owners & specifiers, having certified #concrete contractors on jobsites ensures the highest quality #construction. Learn more via Concrete Contractor magazine:

https://www.forconstructionpros.com/concrete/article/21440380/american-concrete-institute-aci-the-value-of-getting-your-aci-certification

FB: @concretecontractor (Concrete Contractor); Twitter: @concreteinsider; LI: no presence

ICYMI, the newly launched ACI Center of Excellence for Carbon Neutral Concrete will provide access to research & education in new technologies and the knowledge needed to reduce the #concrete industry’s #carbon footprint. Learn more:

https://www.neuconcrete.org/

#MemberMonday: The value of [insert chapter name] membership has never been greater. Our top benefits are worth thousands of dollars. Join today!

[link to your website/member benefits page]

The ACI Center of Excellence for Nonmetallic Building Materials (NEx) intends to accelerate use of such materials, like FRP rebar, in #construction. This interview with NEx’s Jerzy Zemajtis is part of WOC360’s 2022 Industry Influencer Series.

https://www.woc360.com/2022-influencer-videos/how-specify-procure-and-install-nonmetallic-building-materials

FB: @worldofconcreteshow (World of Concrete); Twitter: @worldofconcrete; LI: @World of Concrete