**ACI Chapter Social Media**

November 2022

Dear ACI Chapters:

We are pleased to present the next installment of industry social media posts for ACI chapter social media profiles. These posts are formatted for Facebook, LinkedIn and Twitter.

*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**

What a cool project! Designed to blend in with the environment, this #concrete stadium in China is embedded in the ground and covered in grass roofs. Dezeen provides details:

<https://www.dezeen.com/2022/10/05/mad-quzhou-stadium-worlds-largest-earth-sheltered-buildings/>

FB: @dezeen (Dezeen); Twitter: @dezeen; LI: no presence

Pouring layers of #concrete like rows of toothpaste, an industrial-sized 3D printer added a second floor to a Houston home, making it the first multistory printed structure in the U.S. Read more via Cornell Chronicle:

<https://news.cornell.edu/stories/2022/09/first-its-kind-3d-printed-home-blends-concrete-wood>

FB: @Cornell (Cornell University); Twitter: @CornellNews; LI: no presence

Need design inspiration? This #concrete oasis on Mexico’s Pacific Coast incorporates the timeless beauty of concrete architecture. Check out the photos at designboom:

<https://www.designboom.com/architecture/ludwig-godefroy-casa-to-mexico-09-07-2022/>

FB: @designboomnews (designboom); Twitter: @designboom; LI: no presence

This is how you start building the next generation of industry professionals! The Girl Scouts of Ohio’s Heartland created a new patch program designed to introduce girls to #construction careers. Read this news article from ABC 6.

<https://abc6onyourside.com/news/local/new-program-introduces-girl-scouts-to-construction-careers-as-intel-developments-move-in>

FB: @GirlsScoutsOH (Girls Scouts of Ohio’s Heartland), @WSYXABC6 (WSYX ABC 6); Twitter: @GirlScoutsOH, @wsyx6; LI: @Girls Scouts of Ohio’s Heartland

**Industry**

Roundabouts are gaining traction in the U.S. due to their safety & traffic-moving efficiency. NRMCA’s Concrete InFocus explains how one contractor worked with a DOT to save time & money on #construction using the #concrete industry’s latest technologies.

<https://www.concreteinfocus-digital.com/nrcq/0322_fall_2022/MobilePagedArticle.action?articleId=1812993#articleId1812993>

FB: @NRMCA (National Ready Mixed Concrete Association); Twitter: @NRMCA; LI: @National Ready Mixed Concrete Association

Congrats to the winners of the 2022 Decorative Concrete Awards! Concrete Décor provides a look at winning projects—featuring eye-catching #concrete structures, surfaces & hardscapes. The annual awards are presented by ASCC’s Decorative Concrete Council.

<https://www.concretedecor.net/blogs/press-releases/decorative-concrete-awards-announced-for-2022/>

FB: @ConcreteDecorMagazine (Concrete Décor Magazine), @asccdcconline (American Society of Concrete Contractors), @DecorativeConcreteCouncil (Decorative Concrete Council); Twitter: @ConcreteDecor; LI: @Concrete Décor Magazine, @ American Society of Concrete Contractors (ASCC), @Decorative Concrete Council

In Canada, the #cement and #concrete industry is leading the way in not only finding solutions to make #concrete production more sustainable, but also decarbonizing the entire #construction value chain. On-Site Magazine explains:

<https://www.on-sitemag.com/features/concrete-solutions/>

FB: @OnSiteMag (On-Site Magazine); Twitter: @OnSiteMag; LI: @On-Site Magazine

ICYMI: Rick Bohan, VP of Sustainability at Portland Cement Association, explains how #cement is becoming a greener product in Concrete Contractor’s Digging Deeper podcast.

<https://cms.megaphone.fm/channel/diggingdeeper?selected=ACBMI4427390797>

FB: @PCACement (PCA – America’s Cement Manufacturers), @concretecontractor (Concrete Contractor); Twitter: @PCA\_Daily, @concreteinsider; LI: @Portland Cement Association

Listen to this episode of the AASHTO re:source podcast for an in-depth discussion on how ultra-high performance #concrete (UHPC) can improve resiliency and bridge #construction processes:

<https://aashtojournal.org/2022/09/30/podcast-examines-ultra-high-performance-concrete/>

FB: no presence; Twitter: @aashtoresource; LI: @AASHTO re:source (formerly AMRL)

An engineering researcher at UT Arlington took a page from ancient Rome to create a low-carbon #cement material. Her team used super-heated clay hydrated with lime & seawater as a substitute for the volcanic ash in Roman #concrete. Via Dallas Innovates

<https://dallasinnovates.com/ut-arlington-researcher-takes-a-page-from-ancient-romans-to-reinvent-concrete/>

FB: @utarlington (The University of Texas at Arlington), @dallasinnovates (Dallas Innovates); Twitter: @utarlington, @DallasInnovates; LI: @The University of Texas at Arlington

**Industry/ACI**

Certification helps ensure quality work is being performed on jobsites and can help with career advancement. This ForConstructionPros article does a great job explaining all the reasons why #ACICertification is important:

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

FB: @ForConstructionPros (ForConstructionPros.com), @AmericanConcreteInstitute (ACI); Twitter: @4ConstructnPros, @ConcreteACI; LI: @American Concrete Institute

#Didyouknow? American Concrete Institute offers hundreds of free education presentations that were recorded at ACI Conventions and other industry events. Browse presentations here:

<https://www.concrete.org/education/freewebsessions.aspx>

FB: @AmericanConcreteInstitute (ACI); Twitter: @ConcreteACI; LI: @American Concrete Institute

The inaugural season of ACI’s Engineering Greatness podcast already has a handful of episodes available for your listening pleasure. The young professionals in charge of Episode 3 discuss trends they are seeing in their area. Listen here:

<https://aciconcrete.podbean.com/e/ep-3-engineering-greatness-with-anabel-merejildo-piero-rodriguez/>

FB: @AmericanConcreteInstitute (ACI); Twitter: @ConcreteACI; LI: @American Concrete Institute

Get #ACICertification in four easy steps! Go to our website to:

1. Find a certification program.

2. Find your testing location/dates offered.

3. Register for the session date.

4. Attend the session/take the exam.

[link to your website’s certification page; use #ACICertification graphic]

It’s #MemberMonday! We’re happy to have [insert company] as part of our [Insert chapter name] family. Visit [insert company’s website address] to learn more about them.

[tag company where applicable; use #MemberMonday graphic]

[Red text is for chapters covering Chicago, Miami, San Marcos (TX), Newark (DE), Kalamazoo (MI) of which the reps are members]

In Sept, six young professionals—including [insert chapter name] member [insert member name]—represented American Concrete Institute at the Emerging Leaders Alliance conference to participate in advanced leadership training. Learn more:

<https://www.concrete.org/news/newsdetail.aspx?f=51737284&fbclid=IwAR3nl-ZufzLNjJ4ahmmkz7dMcoFBnA2go0davoiuaL1jN0YW63aepgcFjSw>

FB: @AmericanConcreteInstitute (ACI), @EmergingLeadersAlliance (Emerging Leaders Alliance (ELA)); Twitter: @ConcreteACI; LI: @American Concrete Institute

In addition to the industry-related content above, 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 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](about:blank)

* #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 ANNUL 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]