**ACI Chapter Social Media**

October 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**

#DYK? Extreme heat is the deadliest natural hazard in the U.S. Road owners can combat extreme heat by installing reflective (high-albedo) pavement—#concrete. Concrete surfaces stay cooler in the sun, helping to reduce local air temps. Via The Hill

<https://thehill.com/opinion/energy-environment/3621620-extreme-heat-kills-inequitably-reflective-pavements-can-help-but-city-action-is-required/>

FB: @TheHill (The Hill); Twitter: @thehill; LI: @The Hill

October is #CareersinConstruction Month! Check out Build Your Future’s Construction Careers page and share it with anybody interested in exploring in-demand #construction jobs, their salaries and education requirements. #CICM

<https://byf.org/explore/construction-careers/>

FB: @BYFcampaign (Build Your Future); Twitter: @BuildYourFuture; LI: no presence

The iconic #concrete buildings at University of California San Diego helped create a distinctive architectural identity. Architect mag interviewed 3 architects on how they’re using tilt-up #construction to ensure new campus buildings add to that architectural legacy.

<https://www.architectmagazine.com/design/buildings/a-concrete-case-study-the-university-of-california-san-diego-campus_o>

FB: @UCSanDiego (UC San Diego), @ArchitectMagazine (ARCHITECT magazine); Twitter: @UCSanDiego, @architectmag; LI: @UC San Diego, @ARCHITECT Magazine

Integrated design & collaboration are an important part of designing structures that passively cool (i.e., natural ventilation) for large parts of the year. #Concrete’s thermal mass contributes to comfortable buildings that use less energy. Via Construction News

<https://www.constructionnews.co.uk/agenda/structures-not-aircon-should-be-first-stop-for-cooling-buildings-01-09-2022/>

FB: @CN.community (Construction News); Twitter: @CNplus; LI: @Construction News

A team of YouTubers created a #concrete bicycle! See the video and #construction details at DesignBoom:

<https://www.designboom.com/technology/functional-concrete-bike-old-bicycle-parts-play-to-diy-09-20-2022/>

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

**Industry**

#ICYMI The White House announced new actions under the administration’s Federal Buy Clean Initiative to spur development of low-carbon #construction materials—including #concrete. If you work on federal or federally funded projects, read this fact sheet:

<https://www.whitehouse.gov/briefing-room/statements-releases/2022/09/15/fact-sheet-biden-harris-administration-announces-new-buy-clean-actions-to-ensure-american-manufacturing-leads-in-the-21st-century/>

What’s the current state of the #concrete industry? According to this ENR Q&A with industry experts, all markets are growing thanks to the infrastructure bill passed by Congress. High-rise #construction is also on the rise. Read the article here:

<https://digital.bnpmedia.com/publication/?m=38305&i=760038&p=2&oly_enc_id=%3Foly_enc_id%3D&ver=html5>

FB: @EngineeringNewsRecord (Engineering News-Record); Twitter: @ENRNews; LI: @Engineering News-Record

How can you pour #concrete in a heat wave? Construction Equipment Guide explains how one contractor worked with their supplier & materials consultant to use liquid nitrogen in the mix & replace all water in mixers with ice to lower the concrete temp:

<https://www.constructionequipmentguide.com/mccarthy-construction-utilizes-liquid-nitrogen-in-concrete-mix/57768>

[If the contractor, McCarthy, is a chapter member, name and tag them:

FB: @mccarthybuilding (McCarthy Building Companies, Inc.); Twitter: @McCarthyBuild; LI: @McCarthy Building Companies, Inc.]

A non-toxic, soy-based #concrete protection product promises to protect concrete structures from water, salt and freeze-thaw damage and significantly increase their life span. It is made with 93% bio-content. World of Concrete 360 explains:

<https://www.woc360.com/products-manufacturers/soy-based-concrete-protection-product-sustainable-and-practical>

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

North America’s first multistory 3D printed building is being completed in Ontario, reports On-Site Magazine. With 3D #concrete printing, structures can be built quickly and with less labor.

<https://www.on-sitemag.com/concrete/3-d-concrete-printed-building-hits-two-storeys/1003977921/>

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

Inflatable #concrete formwork may be a faster, cheaper alternative to 3D printing. The process involves pumping concrete into the walls & roof of a pre-inflated form. The form remains in place to serve as a waterproof, air-tight barrier. Via New Atlas

<https://newatlas.com/good-thinking/ifff-construction-inflatable-concrete-buildings/>

FB: @nwtls (New Atlas); Twitter: @nwtls; LI: @New Atlas

**Industry/ACI**

Need an onboarding resource for employees new to #concrete #construction? ACI’s Concrete Fundamentals is an effective, affordable training tool for new hires. Learn more about the guide in this ForConstructionPros article:

<https://www.forconstructionpros.com/concrete/article/22457927/american-concrete-institute-aci-concrete-fundamental-training-acis-concrete-fundamentals>

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

[Post before Oct 24]

We’re excited to find out the 2022 winners of ACI’s Excellence in Concrete Construction Awards during the Oct 24 gala event at the ACI Concrete Convention. Here’s a look at last year’s winners. [IF YOUR CHAPTER NOMINATED A WINNER, INCLUDE THAT PROJECT AND CHAPTER MEMBER]

<https://www.concrete.org/aboutaci/honorsandawards/awards/projectawards/pastwinners.aspx>

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

[image suggestion from Canva templates: ACI Excellence in Concrete graphics]

There’s still time to encourage student chapter members and other students pursuing #concrete-related degrees to apply for ACI Foundation scholarships and fellowships. The application deadline is Nov 1.

<https://www.acifoundation.org/scholarships.aspx>

FB: @ACIFoundation (ACI Foundation); Twitter: @acifoundation; LI: no presence

How do we reduce #carbon emissions in #concrete #construction? Methods include using high-performance concrete & using water-reducing admixtures or supplementary cementitious materials to reduce/replace portland #cement content. Read more at NEU: An ACI Center of Excellence for Carbon Neutral Concrete:

<https://www.neuconcrete.org/faqs>

FB: @NEUCarbonNeutralConcrete (NEU: An ACI Center of Excellence for Carbon Neutral Concrete); Twitter: @NEUconcrete; LI: @NEU: An ACI Center of Excellence for Carbon Neutral Concrete

We’re honored to have the support of [insert company] here at [Insert chapter name]. Visit [insert company’s website address] to learn more about them. #MemberMonday

[tag company where applicable; use #MemberMonday graphic]

Who’s attending the ACI Concrete Convention in Dallas, Oct 23-27? Check out the convention’s jam-packed lineup of sessions and events at:

<https://www.concrete.org/events/conventions/currentconvention/sessionsandevents.aspx>

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

[image suggestion from Canva templates: Register Today graphics]

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]