**ACI Chapter Social Media**

January 2023

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**

To ensure long-lasting #concretepavement, do not oversalt during the winter! A table showing correct application rates for dry salt and winter sand can be found in this Concrete InFocus article, published by NRMCA.

<https://www.concreteinfocus-digital.com/nrcq/0322_fall_2022/MobilePagedArticle.action?articleId=1812997#articleId1812997>

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

Are you ready for #concretepavement that can charge electric vehicles as they drive over it? While we’re not there yet, a “magnetizing concrete” made with recycled ferrites) is being used in a German suburb to charge the batteries of the city’s electric buses.

<https://leaps.org/battery-charger/particle-7>

FB: @Leaps.org TW: @leaps\_org LI: @Leaps.org

Did you know that paving with low-carbon #concrete reduces CO2 emissions by up to 47%? <https://www.wortfm.org/why-not-concrete-low-carbon-concrete-reduces-co2-emissions-by-up-to-more-than-40/>

An unexpected ancient manufacturing strategy may hold the key to designing #concrete that lasts for millennia. <https://news.mit.edu/2023/roman-concrete-durability-lime-casts-0106>

# FB: MassachusettsInstituteofTechnology(MIT) TW: @MIT LI: @MassachusettsInstituteofTechnology

Could this happen? Why some think timber towers could be the future. <https://www.theage.com.au/national/victoria/goodbye-concrete-and-steel-why-timber-towers-could-be-the-future-20221214-p5c6eh.html>

FB: @theageAustralia TW: @theage LI: no presence

**Industry**

Heading to the Canadian Concrete Expo? Registration is open for the Expo, which takes place Feb 16-17 in Toronto.

[https://hubs.li/Q01wHKL60](https://hubs.li/Q01wHKL60?fbclid=IwAR3Oiapz7OCCR_6-NThgxUUzQYIElvmJTASsEIdDi6SJZK56omEubDDk4hc)

FB: @CanadianConcreteExpo TW: @CDNConcreteExpo LI: @CanadianConcreteExpo

As 2023 begins, Lehigh Hanson is now Heidelberg Materials, a new identity for the #cement, #aggregate and #readymixedconcrete producer's corporate office and core Lehigh Cement and Hanson Aggregates businesses. Details: <http://ow.ly/rq1H50MhOKR>

FB: @ConcreteProductsMagazine TW: @ConcreteProducts LI: @ConcreteProducts

As daunting as the #climate crisis is, it is not the only environmental challenge facing the #construction industry that needs to be addressed. <https://www.forconstructionpros.com/sustainability/article/22484373/nexii-a-blueprint-for-builders-to-fight-climate-change>

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

There's good news and bad news for the road ahead, the coming year, and the decade too. <https://www.forconstructionpros.com/infrastructure/article/22618635/5-infrastructure-industry-forecasts-to-start-2023>

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

How do you #buildwithstrength? Chose a building material that is sustainable, long-lasting, easy to work with, and of course, safe and strong. Learn why #concrete is all of those things: <https://buildwithstrength.com/strength/>

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

**Industry/ACI**

Guess what? It’s #MemberMonday! Learn more about [insert company], a valued [insert chapter name] member. Stop by [insert company’s website address] to learn more.

[tag company where applicable; use #MemberMonday graphic]

"New Trends and Technologies in Characterizing, Controlling, and Predicting the Workability of 3D Printed Concrete" will be a session at the ACI Concrete Convention, Boston, MA. Submit an abstract by March 31, 2023. <https://lnkd.in/gZS3DuKm>

Will you be at World of Concrete? See us in Vegas, January 17-19, at ACI at Booth C4036. <https://www.worldofconcrete.com/en/attendee.html>

FB: @WorldofConcrete TW: @WorldofConcrete LI: @World of Concrete

Read the latest message from ACI President Charles K. Nmai on “Concrete Admixtures!” <https://www.concrete.org/news/newsdetail.aspx?f=51738480>

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

# #WebinarWednesday Coming up soon is the next ACI webinar, “The Role of Silica Fume in Reducing the Carbon Footprint of Concrete.” March 7 at 1 pm EDT. Register today!

<https://www.concrete.org/store/productdetail.aspx?ItemID=W2303&Format=ONLINE_LEARNING&Language=English&Units=US_Units>

FB: @AmericanConcreteInstitute (ACI); 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]