**ACI Chapter Social Media**

March 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**

DYK?: Over 50% of U.S. states with #concrete interstate pavement are enrolled in a study that embeds sensors in concrete pours that send data about concrete strength and the need for repair. This Purdue invention could save taxpayer dollars.

<https://www.purdue.edu/newsroom/releases/2023/Q1/talking-concrete-could-help-prevent-traffic-jams-and-cut-carbon-emissions-interstates-throughout-u.s.-consider-purdue-invention-to-reduce-road-repairs.html>

FB: @PurdueUniversity (Purdue University) **OR** @LylesSchoolofCivilEngineering-Purdue; Twitter: @PurdueCE; LI: @Lyles School of Civil Engineering at Purdue

Recently the Global Cement & Concrete Association unveiled a campaign highlighting the roles women play in the #cement and #concrete industry, featuring over 120 video testimonials. Learn more at World Cement

<https://www.worldcement.com/the-americas/08032023/essential-women-in-essential-industry-a-year-in-the-spotlight/>

FB: @worldcement (World Cement); Twitter: @theGCCA, @World\_Cement; LI: @GCCA-Global Cement and Concrete Association, @World Cement

The RMC Research & Education Foundation is now the Concrete Advancement Foundation. The name change brings a new vision to be the resilient resource to collaboratively support #concrete as the leading sustainable building material. Via Concrete Products:

<https://concreteproducts.com/index.php/2023/03/14/rmc-foundation-stresses-resilience-sustainability-under-new-banner/>

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

Need floors that are attractive, durable, and easy to clean? Then polished #concrete flooring may be what you’re looking for. On-Site Magazine explains the benefits in this timely article:

<https://www.on-sitemag.com/digital-archives/concrete-february-2023/>

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

Via The Verge: Net-zero carbon dioxide emissions by 2050 may not be enough. The world needs to start slashing greenhouse gas emissions immediately. <https://www.theverge.com/2023/3/20/23645323/united-nations-report-climate-change-goals-net-zero-emissions>

FB: @verge · Media/news company; TW: @verge; LI: no presence

**Industry**

[post April 21 or 22—Earth Day is April 22]

Play a role in building a more #sustainable future. In honor of #EarthDay, take a look at Build With Strength’s recommendations on how to reduce concrete’s #carbon footprint.

file:///C:/Users/vks/Dropbox/PC/Downloads/Climate-Action-What-You-Can-Do-Right-Now.pdf

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

[post during Construction Safety Week, May 1-5]

Are hard hats or helmets better for your jobsite? This article from Construction Drive will help you decide. #ConstructionSafetyWeek

<https://www.constructiondive.com/spons/use-your-head-traditional-hard-hats-versus-safety-helmets/644166/>

FB: @constructiondive (Construction Dive); Twitter: @constructdive; LI: @Construction Dive

[post during Construction Safety Week, May 1-5]

#ConstructionSafetyWeek is May 1-5. Download daily toolbox talks and videos from Construction Safety Week’s website:

<https://www.constructionsafetyweek.com/plan-for-safety-week/resources/>

FB: @constructionsafetyweek (Construction Safety Week); Twitter: @SafetyWeek\_2023; LI: @Construction Safety Week

A Canadian firm that is constructing a pilot plant to manufacture a low-carbon #cement made from 100% recycled consumer glass, having potential to dramatically reduce the industry’s #carbon footprint, via Cement Products. <https://cementproducts.com/2023/03/13/progressive-planet-to-build-pozglass-pilot-plant/>

FB: @CementProductsMag (Cement Products); Twitter: no presence; LI: no presence

NEU webinar with Ignacio Cariaga, Heidelberg Materials, discusses how there is no single technology, lever, nor single company that can achieve net zero #concrete without proper education, collaboration and advocacy work to change building codes. <https://www.youtube.com/watch?v=f5zDK28TWCA>

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

**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]

American Concrete Institute introduces a new Guide for Shotcrete. ACI PRC-506-22: Shotcrete—Guide is a primer for anyone interested in learning more about shotcrete materials, equipment, crews, placement techniques, curing, and protection. <https://www.concrete.org/news/newsdetail.aspx?f=51738713>

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

The American Concrete Institute is recognizing several professionals, groups, and companies for their outstanding contributions and dedication to ACI and the concrete industry. <https://www.concrete.org/news/newsdetail.aspx?f=51738711>

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

ACI will bestow its highest honor – ACI Honorary Membership – at the ACI Concrete Convention April 2-6, 2023. Learn more: <https://www.concrete.org/news/newsdetail.aspx?f=51738710>

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

Have you registered for the ACi Convention yet? It’s less than 2 weeks away! #ACIConvention <https://www.concrete.org/news/newsdetail.aspx?f=51738658>

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.

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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>

Suggestions:

* #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 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]