**ACI Chapter Social Media**

Dec 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**

We love this video! Viewpoint with Dennis Quaid provides short educational programming for Public Television stations. One of their latest documentaries brings awareness to #concrete job opportunities with the help of Concrete Foundations Association.

<https://www.viewpointproject.com/ptv-segments-concrete-foundation/>

FB: @viewpoint.project.dennis.quaid (Viewpoint Project with Host Dennis Quaid), @CFAConcretePros (Concrete Foundations Association (CFA)); Twitter: @CFAWalls; LI: @Viewpoint Project with Dennis Quaid, @Concrete Foundations Association

Researchers in Germany constructed the world’s first #carbon-reinforced #concrete building. The project director said they saved 50% on material, resulting in a 70% decrease in CO2 emissions, reports Metropolis Magazine.

<https://metropolismag.com/projects/researchers-in-germany-construct-the-worlds-first-carbon-concrete-building/>

FB: @MetropolisMag (Metropolis Magazine); Twitter: no presence; LI: @Metropolis Magazine

A research team in the UK developed a vaulted #concrete floor that uses 75% less concrete & 60% less #carbon in its #construction. Standard raised floor panels are placed over the curved structure to create a level surface. Eureka! Mag explains:

<https://www.eurekamagazine.co.uk/content/news/vaulted-concrete-floor-cuts-carbon-by-60-per-cent>

FB: @EurekaMagazineUK (Eureka Magazine); Twitter: @EurekaMagazine; LI: @Eureka

Start updating your travel calendar! See Concrete Contractor’s list of #concrete conventions and trade shows to be held in 2023.

<https://www.forconstructionpros.com/concrete/article/22551962/concrete-conventions-tradeshows-for-2023>

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

**Industry**

ICYMI, Concrete Products shares details about a New Buildings Institute report that offers language to incorporate embodied #carbon requirements in building codes. The report explains the need to address such criteria for materials & products with high emissions.

<https://concreteproducts.com/index.php/2022/02/21/report-gauges-building-codes-impact-on-embodied-carbon-in-project-specs/>

FB: @NewBuildingsInstitute (New Buildings Institute), @ConcreteProducts (Concrete Products); Twitter: @NewBldgsInst, @ConcreteProduct; LI: @New Buildings Institute, @Concrete Products

Using slag #cement in #concrete paving projects—including highways & airports—can help reduce thermal stress, alkali-silica reaction (ASR) & permeability. See Slag Cement Association’s case studies showing how slag #cement improves pavement performance.

<https://www.slagcement.org/resources/news/articleid/38/slag-cement-in-pavements-and-airports.aspx>

FB: @ (Slag Cement Association); Twitter: @SlagCement; LI: no presence

The Top 10 trends to impact the #construction industry over the next decade include equipment tracking tech, autonomous machinery like robotic rebar tying, cybersecurity and sensors for increased safety, says ForConstructionPros. Learn about all 10 trends:

<https://www.forconstructionpros.com/business/article/22432300/association-of-equipment-manufacturers-top-10-trends-to-impact-construction-industry-in-next-decade>

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

This is a good and thorough overview of our industry’s efforts to lower the #carbon footprint of #cement and #concrete, and what’s been done so far. We recommend you save it for when you have a few minutes to sit and read. Via Ars Technica

<https://arstechnica.com/science/2022/11/the-road-to-low-carbon-concrete/>

FB: no presence; Twitter: @arstechnica; LI: no presence

You can download a free copy of “Top 10 Ways to Reduce Concrete’s Carbon Footprint” from Build With Strength. The booklet is geared for design professionals & contractors and includes specifications, recommendations and case studies.

<https://buildwithstrength.com/resources/top-10-ways-to-reduce-concretes-carbon-footprint-booklet/>

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

ASCE 59 Committee Chair Don Dusenberry reviews coming changes to the standard for blast-resistant design—including substantial revisions to Chapter 9, which covers materials such as lightweight #concrete. Via Structure Magazine

<https://www.structuremag.org/?p=21607>

FB: @structuremagazine (Structure Magazine); Twitter: @STRUCTUREmag; LI: @STRUCTURE Magazine

**Industry/ACI**

#Didyouknow? Increasingly more building codes, specifications & agencies are requiring ACI-certified workers on projects. Verifying #ACICertification is important—and quick & easy to do online or with the Verify mobile app. Via Concrete Contractor

<https://www.forconstructionpros.com/concrete/article/22458312/american-concrete-institute-aci-the-value-of-verifying-aci-certification>

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

[Use #ACICertification graphic]

It’s #MemberMonday! Learn more about [insert company], a valued [insert chapter name] member. Visit them at [insert company’s website address].

[tag company where applicable; use #MemberMonday graphic]

[please name and tag members who won]

Congrats to the 2022 winners of the ACI Excellence in #Concrete #Construction Awards! Check out videos of the winning projects—including Chau Chak Wing Museum, which earned top honors:

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

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

Get certified! Check out our 2023 #ACICertification programs and exam dates:

[link to your website’s certification page/schedule]

[Use #ACICertification graphic]

A New England charter school—which trains students for careers in #construction—is offering a #concrete quality control program that preps seniors to complete American Concrete Institute's Concrete Field Testing Technician–Grade I certification test. Via Cranston Herald

[https://cranstononline.com/stories/a-concrete-start-to-solid-career,183285](https://cranstononline.com/stories/a-concrete-start-to-solid-career%2C183285)

FB: @AmericanConcreteInstitute (ACI); Twitter: @ConcreteACI, @RhodyBeat; 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

* #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]