**ACI Chapter Social Media**

Sept 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**

This video of a Habitat for Humanity project in Hartford, Connecticut, shows how easy it is for contractors & volunteers to use insulated #concrete forms (ICFs) to construct affordable, disaster-resilient, energy-efficient homes. Via Nudura

<https://www.youtube.com/watch?v=4-K1sTpbz5c>

FB: @habitatnorthcentralct (Habitat for Humanity North Central CT), @NUDURAICFS (Nudura ICFs – Insulated Concrete Forms); Twitter: @Habitat\_NCC; LI: @Nudura Insulated Concrete Forms

Carbon #concrete is a promising new #construction material that mixes strength, light weight & flexibility. Learn how it can be used to reduce costs and #carbon emissions via this brief overview from ArchDaily:

<https://www.archdaily.com/979306/what-is-carbon-concrete?ad_source=search&ad_medium=projects_tab&ad_source=search&ad_medium=search_result_all>

FB: @ArchDaily (ArchDaily); Twitter: @ArchDaily; LI: no presence

This unique and dramatically contoured #concrete slab ceiling was formed using 3D printed molds. The ceiling’s deeply ridged and complex pattern plays a functional role as part of the building’s hydronic heating & cooling system. Learn more via Dezeen:

<https://www.dezeen.com/2022/07/08/eth-zurich-contoured-concrete-slab-ceiling-architecture/>

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

Completed in 2021, this cast-in-place, board-formed #concrete home looks amazing! The cedar formwork was milled and repurposed throughout the structure, which reduced material costs. Details provided by Sarasota Magazine—don’t miss the image slideshow!

<https://www.sarasotamagazine.com/home-and-real-estate/2022/07/modern-home-architecture-blumetti>

FB: @SarasotaMagazine (Sarasota Magazine); Twitter: @SarasotaMagazin; LI: no presence

**Industry**

ICYMI, the Slag Cement Association recently launched Slab Cement University, a new educational resource for university professors and students about the use of slag #cement in #concrete #construction. Via ForConstructionPros

<https://www.forconstructionpros.com/concrete/news/22379484/slag-cement-association-slag-cement-association-launches-slag-cement-university>

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

By moving from prescriptive approaches to performance-based #concrete materials and design standards, we can foster innovation & new markets and build more sustainable structures & infrastructure. Via Concrete InFocus, published by NRMCA.

<https://www.nrmca.org/press-releases/june-2-2022/>

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

#Didyouknow? ASTM C94-21 removes the 90-minute time limit to discharge #concrete. Concrete Pumping magazine explains what this means for producers and contractors ordering and placing concrete. Concrete Pumping is published by ACPA.

<https://mydigitalpublication.com/publication/?m=6648&i=750956&p=38&ver=html5>

FB: @ACPAPumpers (American Concrete Pumping Association (ACPA)); Twitter: @ACPAPumpers; LI: @American Concrete Pumping Association

More companies are embracing the #concrete industry’s switch to portland limestone cement (PLC). It has almost identical workability and strength/durability as regular portland cement, but with a smaller #carbon footprint. Via WOC 360

<https://www.woc360.com/industry-news/more-companies-getting-ahead-push-cleaner-concrete>

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

ASCC’s recently published position statement “Water-Cementitious Material Ratio for #Concrete to Receive a Trowel Finish” clarifies maximum w/cm ratios. Contractors should encourage specifiers to consider ACI 302.1R-15 and ACI 302.2R-06 for w/cm.

<https://www.ascconline.org/Home/News/ID/269/46th-Position-Statement>

FB: @asccdcconline (American Society of Concrete Contractors); Twitter: no presence; LI: @ American Society of Concrete Contractors (ASCC)

**Industry/ACI**

ICYMI, ACI Foundation offers dozens of scholarship and fellowship opportunities to college students pursuing #concrete-related degrees. Application deadline is Nov 1.

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

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

Looking for #sustainable #concrete guides published by the U.S. Green Concrete Council? They are available for free download at the below link, thanks to NEU: An ACI Center of Excellence for Carbon Neutral Concrete:

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

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

It’s #MemberMonday! [Insert chapter name] is proud to call [insert company] a valued member. Visit them at [insert company’s website address].

[tag company where applicable]

Listen to ACI’s new podcast: Engineering Greatness. Created for young professionals in the #concrete industry by young professionals, the inaugural episode discusses career advancement, navigating changes in the industry and more.

<https://aciconcrete.podbean.com/e/ep-1-engineering-greatness-with-erin-stewartson-dr-charles-nmai/>

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

If you plan to attend the ACI Concrete Convention in person, don’t forget to register by Oct 21 to receive the best prices! The convention takes place in Dallas Oct 23-27.  
<https://www.concrete.org/events/conventions/currentconvention.aspx>

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 the day 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]