**ACI Chapter Social Media**

April 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.***

**General**

[posts for Construction Safety Week, May 1-5]

#ConstructionSafetyWeek takes place May 1-5 2023. In need of daily toolbox talks, videos or other resources to plan your week? Download them 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

Celebrate #ConstructionSafetyWeek! Start by making a commitment to maintain a safe work environment all year round. Construction Safety Week has a new video every day this week, as well as other resources on their website:

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

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

Mental health is an important component to consider when thinking about safety in the workplace. Download Construction Safety Week’s Mental Wellness Field Guide here. #ConstructionSafetyWeek

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

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[end of posts for Construction Safety Week]

One of the most important things a construction company can do is create awareness, and a part of that is knowing when to call for help. Via ForConstructionPros #safety

<https://www.forconstructionpros.com/business/construction-safety/article/22820674/awp-safety-area-wide-protective-safety-help-is-key-to-better-construction-work-zone-safety>

FB: @ForConstructionPros TW: @4ConstructnPros LI: @ForConstructionPros (Note: This can be posted during Construction Safety Week or anytime.)

Recent grads! Are you interested in a #career in #concrete #construction? Here’s a quick video featuring two young ready mix truck drivers: <https://deliveryourfuture.org/resources/youngdriversinconcrete/>. #NowHiring

**Industry**

View the best #concrete #construction projects in Ontario! Check out the Ontario Concrete Awards Winners Gallery, brought to you by Concrete Ontario.

<https://www.concreteawards.ca/winners/>

FB: no presence; Twitter: @ConcreteOntario; LI: @Concrete Ontario

[Post before May 20—as early as possible]

Are you ready to attend the Slag Cement Association’s second-annual Slag Cement School on May 22-23 in Cape Canaveral, FL? Register today! <https://www.slagcement.org/post/registration-opens-for-2023-slag-cement-school>

FB: @SlagCementAssociation (Slag Cement Association); Twitter: @SlagCement; LI: @Slag Cement Assoc;

Learn all the ways that #concrete pavements are being designed to contribute to a #sustainable world via American Concrete Pavement Association.

<https://vimeo.com/805322678>

FB: @paveconcrete63 (American Concrete Pavement Association); Twitter: @PaveConcrete; LI: @American Concrete Pavement Association

The Global Cement & Concrete Association brings us the 2022 winners of the Concrete is Life photography competition.

<https://gccassociation.org/concreteinlife2022/>

 FB: no presence; Twitter: @theGCCA; LI: @GCCA-Global Cement and Concrete Association

Have you ever thought about what trees and #concrete might have in common? Test your knowledge with the quiz in this short video from PCA:

<https://cementprogress.com/increasing-our-carbon-absorption/>

FB: @PCACement (PCA – America’s Cement Manufacturers); Twitter: @PCA\_Daily; LI: @Portland Cement Association, @CalPortland

**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]

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

Nominations for the ACI Certification Award must be submitted by May 31, 2023. The ACI Certification Award was established in 2004 to recognize individuals and organizations who have made notable contributions to the advancement of [#ACICertification](https://www.linkedin.com/feed/hashtag/?keywords=acicertification&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A7054469225708408832).
Learn More: <https://lnkd.in/dCnn7rhk#certificationaward>

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

The ACI Guide on Personnel Qualifications – a free resource for [#BuildingCodeOfficials](https://www.linkedin.com/feed/hashtag/?keywords=buildingcodeofficials&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A7054106395310239745) – is now available for download on the ACI website. <https://www.concrete.org/store/productdetail.aspx?ItemID=BOPD&Format=DOWNLOAD&Language=English&Units=US_Units>

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

ACI and its Foundation seek nominations for the 2023 Honors and Awards Program! Nominations are being accepted for ACI's Fellow of the Institute honors; the ACI Certification Award; the Chapter Activities Award; the Walter P. Moore, Jr. Faculty Achievement Award; and three ACI Foundation Awards.
Learn More: <https://lnkd.in/gWqBqP7D>

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The FRC Bowling Ball Competition was held during the ACI Concrete Convention in San Francisco, CA where 33 teams participated from the USA, Canada, Mexico, Ecuador, Peru, Guatemala, Taiwan, the Philippines, India, and Puerto Rico.
Read More: <https://lnkd.in/gka5GW7x>

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.

Customizable graphics, such as for #MemberMonday, are located in the ACI Canva account. You will need a Canva 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>

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]