**ACI Chapter Social Media**

February 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**

Want a #career in #construction? The 2023 AGC Construction Hiring and Business Outlook shows 69% of firms plan to increase headcount but 80% still expect to have a hard time filling positions.

<https://www.agc.org/sites/default/files/users/user22633/2023_Construction_Hiring_and_Business_Outlook_Report_Final.pdf?fbclid=IwAR3DcShC_1T3qfYcDxwve6Tdgvvo805Q_zjx1hA3Ff8fadeqxMQyM2IJ6Lw>

FB: @AGCofA (Associated General Contractors of America; Twitter: @AGCofA; LI: @Associated General Contractors of America

This is really working double duty! The roof of this #concrete home is at street level, and its roof is used for parking. Learn more about the structure via Dezeen.

<https://www.dezeen.com/2023/02/09/studio-prineas-fisherman-cottage-sydney-home/>

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

From ForConstructionPros: 6 ways to make concrete more sustainable, from using recycled materials in mixes to recycling old concrete.

<https://www.forconstructionpros.com/sustainability/article/22698127/6-ways-concrete-be-more-sustainable>

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

Ever wonder what #college degree is high in demand and has a surplus of scholarship money? Find out by listening to this Concrete Logic podcast as Ryan Penlerick, CIM Program Director at Texas State, talks about the #Concrete Industry Management program.

<https://mailchi.mp/a08b370499c4/what-do-you-do-with-50000-psi-concrete-15358189?e=182d8c44e3&fbclid=IwAR38r49DdMs6NUE44D-aCifKrlluGXc0pS8I7LTYa6L-9__oeyRfOKCyUBs>

FB: @txstcim (Concrete Industry Management, Texas State University); Twitter: @txst\_cim; LI: TXST- Concrete Industry Management

Indiana DOT and Purdue University are working together to develop a contactless wireless-charging #concrete pavement for an interstate highway segment. Drivers may be one step closer to being able to charge electric cars while commuting! Via 14 News

<https://www.14news.com/2023/02/14/indot-working-wireless-charging-pavement/>

FB: @14news (14 News); Twitter: @14News; LI: no presence

**Industry**

A recent webinar on #concrete and sustainability from Roads & Bridges focused on what can be done to reduce embodied carbon in mixes while maintaining performance characteristics similar to conventional concrete. Watch on demand:

https://www.roadsbridges.com/webinars/webinar/21439077/concrete-and-sustainability

FB: @RoadsBridgesmag (Roads & Bridges); Twitter: @roadeditor; LI: @Roads & Bridges

Interesting topic: The latest Tech Trends column in Concrete Products explores how artificial intelligence may impact the #concrete industry—and make front-line decision-making easier!

<https://lsc-pagepro.mydigitalpublication.com/publication/?m=61247&i=781565&p=10&ver=html5>

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

According to a recent Civil+Structural Engineer article performing timely #preservation methods improves the performance and longevity of #concrete overlays on asphalt pavement. DYK? A concrete overlay can extend the life of a pavement by 15-35 years and more!

<https://online.flippingbook.com/view/615533317/22/>

FB: @CSEngineerMag (Civil + Structural Engineer Media); Twitter: @csENGINEERmag; LI: @Civil + Structural Engineer Media

The American Concrete Pavement Association (ACPA) unveiled a new white paper, “Concrete Pavement’s Role in a Sustainable, Resilient Future” at World of Concrete. The white paper will serve as a guide to meet ever-increasing levels of sustainability, says Roads & Bridges.

<https://www.roadsbridges.com/construction-planning/news/21545722/sustainability-is-the-word>

FB: @paveconcrete63 (American Concrete Pavement Association), @worldofconcreteshow (World of Concrete), @RoadsBridgesmag (Roads & Bridges); Twitter: @PaveConcrete, @worldofconcrete, @roadeditor; LI: @American Concrete Pavement Association, @World of Concrete, @Roads & Bridges

Did you know about this? Don’t miss NRMCA’s list of the increases in #OSHA's #monetary #penalties that went into effect January 15:

<https://www.naylornetwork.com/nrc-nwl/articles/index-v5.asp?aid=764569&issueID=92329>

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

**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>

# #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 January, NRMCA became an allied organization of NEx: An ACI Center of Excellence for Nonmetallic Building Materials, to focus on education & research pertaining to their use in building #construction and adoption in codes & standards. Learn more:

<https://www.nrmca.org/press-releases/january-30-2023/>

FB: @NRMCA (National Ready Mixed Concrete Association); Twitter: @NRMCA; LI: @National Ready Mixed Concrete Association, @NEx: An ACI Center of Excellence for Nonmetallic Building Materials

Registration is now open for the ACI Concrete Convention in San Francisco, CA, USA. April 2-6 <https://www.concrete.org/news/newsdetail.aspx?f=51738658>

NEU is hosting a Carbon Neutral Specialty Day on Tuesday, April 4, at the ACI Spring Convention. Speakers will present case studies at various sessions. Learn more: <https://www.concrete.org/events/conventions/currentconvention/sessionsandevents.aspx?m=detail&ProgramDate=4/4/2023#S512681086>

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](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]