**Fall Ideas for your ACI Chapter Social Media**

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**

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

#DYK? Extreme heat is the deadliest natural hazard in the U.S. Road owners can combat extreme heat by installing reflective (high-albedo) pavement—#concrete. Concrete surfaces stay cooler in the sun, helping to reduce local air temps. Via The Hill

<https://thehill.com/opinion/energy-environment/3621620-extreme-heat-kills-inequitably-reflective-pavements-can-help-but-city-action-is-required/>

FB: @TheHill (The Hill); Twitter: @thehill; LI: @The Hill

October is #CareersinConstruction Month! Check out Build Your Future’s Construction Careers page and share it with anybody interested in exploring in-demand #construction jobs, their salaries and education requirements. #CICM

<https://byf.org/explore/construction-careers/>

FB: @BYFcampaign (Build Your Future); Twitter: @BuildYourFuture; LI: no presence

The iconic #concrete buildings at University of California San Diego helped create a distinctive architectural identity. Architect mag interviewed 3 architects on how they’re using tilt-up #construction to ensure new campus buildings add to that architectural legacy.

<https://www.architectmagazine.com/design/buildings/a-concrete-case-study-the-university-of-california-san-diego-campus_o>

FB: @UCSanDiego (UC San Diego), @ArchitectMagazine (ARCHITECT magazine); Twitter: @UCSanDiego, @architectmag; LI: @UC San Diego, @ARCHITECT Magazine

Integrated design & collaboration are an important part of designing structures that passively cool (i.e., natural ventilation) for large parts of the year. #Concrete’s thermal mass contributes to comfortable buildings that use less energy. Via Construction News

<https://www.constructionnews.co.uk/agenda/structures-not-aircon-should-be-first-stop-for-cooling-buildings-01-09-2022/>

FB: @CN.community (Construction News); Twitter: @CNplus; LI: @Construction News

A team of YouTubers created a #concrete bicycle! See the video and #construction details at DesignBoom:

<https://www.designboom.com/technology/functional-concrete-bike-old-bicycle-parts-play-to-diy-09-20-2022/>

FB: @designboomnews (designboom); Twitter: @designbooml; LI: no presence

What a cool project! Designed to blend in with the environment, this #concrete stadium in China is embedded in the ground and covered in grass roofs. Dezeen provides details:

<https://www.dezeen.com/2022/10/05/mad-quzhou-stadium-worlds-largest-earth-sheltered-buildings/>

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

Pouring layers of #concrete like rows of toothpaste, an industrial-sized 3D printer added a second floor to a Houston home, making it the first multistory printed structure in the U.S. Read more via Cornell Chronicle:

<https://news.cornell.edu/stories/2022/09/first-its-kind-3d-printed-home-blends-concrete-wood>

FB: @Cornell (Cornell University); Twitter: @CornellNews; LI: no presence

Need design inspiration? This #concrete oasis on Mexico’s Pacific Coast incorporates the timeless beauty of concrete architecture. Check out the photos at designboom:

<https://www.designboom.com/architecture/ludwig-godefroy-casa-to-mexico-09-07-2022/>

FB: @designboomnews (designboom); Twitter: @designboom; LI: no presence

This is how you start building the next generation of industry professionals! The Girl Scouts of Ohio’s Heartland created a new patch program designed to introduce girls to #construction careers. Read this news article from ABC 6.

<https://abc6onyourside.com/news/local/new-program-introduces-girl-scouts-to-construction-careers-as-intel-developments-move-in>

FB: @GirlsScoutsOH (Girls Scouts of Ohio’s Heartland), @WSYXABC6 (WSYX ABC 6); Twitter: @GirlScoutsOH, @wsyx6; LI: @Girls Scouts of Ohio’s Heartland

**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)

#ICYMI The White House announced new actions under the administration’s Federal Buy Clean Initiative to spur development of low-carbon #construction materials—including #concrete. If you work on federal or federally funded projects, read this fact sheet:

<https://www.whitehouse.gov/briefing-room/statements-releases/2022/09/15/fact-sheet-biden-harris-administration-announces-new-buy-clean-actions-to-ensure-american-manufacturing-leads-in-the-21st-century/>

What’s the current state of the #concrete industry? According to this ENR Q&A with industry experts, all markets are growing thanks to the infrastructure bill passed by Congress. High-rise #construction is also on the rise. Read the article here:

<https://digital.bnpmedia.com/publication/?m=38305&i=760038&p=2&oly_enc_id=%3Foly_enc_id%3D&ver=html5>

FB: @EngineeringNewsRecord (Engineering News-Record); Twitter: @ENRNews; LI: @Engineering News-Record

How can you pour #concrete in a heat wave? Construction Equipment Guide explains how one contractor worked with their supplier & materials consultant to use liquid nitrogen in the mix & replace all water in mixers with ice to lower the concrete temp:

<https://www.constructionequipmentguide.com/mccarthy-construction-utilizes-liquid-nitrogen-in-concrete-mix/57768>

[If the contractor, McCarthy, is a chapter member, name and tag them:

FB: @mccarthybuilding (McCarthy Building Companies, Inc.); Twitter: @McCarthyBuild; LI: @McCarthy Building Companies, Inc.]

A non-toxic, soy-based #concrete protection product promises to protect concrete structures from water, salt and freeze-thaw damage and significantly increase their life span. It is made with 93% bio-content. World of Concrete 360 explains:

<https://www.woc360.com/products-manufacturers/soy-based-concrete-protection-product-sustainable-and-practical>

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

North America’s first multistory 3D printed building is being completed in Ontario, reports On-Site Magazine. With 3D #concrete printing, structures can be built quickly and with less labor.

<https://www.on-sitemag.com/concrete/3-d-concrete-printed-building-hits-two-storeys/1003977921/>

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

Inflatable #concrete formwork may be a faster, cheaper alternative to 3D printing. The process involves pumping concrete into the walls & roof of a pre-inflated form. The form remains in place to serve as a waterproof, air-tight barrier. Via New Atlas

<https://newatlas.com/good-thinking/ifff-construction-inflatable-concrete-buildings/>

FB: @nwtls (New Atlas); Twitter: @nwtls; LI: @New Atlas

Roundabouts are gaining traction in the U.S. due to their safety & traffic-moving efficiency. NRMCA’s Concrete InFocus explains how one contractor worked with a DOT to save time & money on #construction using the #concrete industry’s latest technologies.

<https://www.concreteinfocus-digital.com/nrcq/0322_fall_2022/MobilePagedArticle.action?articleId=1812993#articleId1812993>

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

Congrats to the winners of the 2022 Decorative Concrete Awards! Concrete Décor provides a look at winning projects—featuring eye-catching #concrete structures, surfaces & hardscapes. The annual awards are presented by ASCC’s Decorative Concrete Council.

<https://www.concretedecor.net/blogs/press-releases/decorative-concrete-awards-announced-for-2022/>

FB: @ConcreteDecorMagazine (Concrete Décor Magazine), @asccdcconline (American Society of Concrete Contractors), @DecorativeConcreteCouncil (Decorative Concrete Council); Twitter: @ConcreteDecor; LI: @Concrete Décor Magazine, @ American Society of Concrete Contractors (ASCC), @Decorative Concrete Council

In Canada, the #cement and #concrete industry is leading the way in not only finding solutions to make #concrete production more sustainable, but also decarbonizing the entire #construction value chain. On-Site Magazine explains:

<https://www.on-sitemag.com/features/concrete-solutions/>

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

ICYMI: Rick Bohan, VP of Sustainability at Portland Cement Association, explains how #cement is becoming a greener product in Concrete Contractor’s Digging Deeper podcast.

<https://cms.megaphone.fm/channel/diggingdeeper?selected=ACBMI4427390797>

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

Listen to this episode of the AASHTO re:source podcast for an in-depth discussion on how ultra-high performance #concrete (UHPC) can improve resiliency and bridge #construction processes:

<https://aashtojournal.org/2022/09/30/podcast-examines-ultra-high-performance-concrete/>

FB: no presence; Twitter: @aashtoresource; LI: @AASHTO re:source (formerly AMRL)

An engineering researcher at UT Arlington took a page from ancient Rome to create a low-carbon #cement material. Her team used super-heated clay hydrated with lime & seawater as a substitute for the volcanic ash in Roman #concrete. Via Dallas Innovates

<https://dallasinnovates.com/ut-arlington-researcher-takes-a-page-from-ancient-romans-to-reinvent-concrete/>

FB: @utarlington (The University of Texas at Arlington), @dallasinnovates (Dallas Innovates); Twitter: @utarlington, @DallasInnovates; LI: @The University of Texas at Arlington

**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

Need an onboarding resource for employees new to #concrete #construction? ACI’s Concrete Fundamentals is an effective, affordable training tool for new hires. Learn more about the guide in this ForConstructionPros article:

<https://www.forconstructionpros.com/concrete/article/22457927/american-concrete-institute-aci-concrete-fundamental-training-acis-concrete-fundamentals>

FB: @AmericanConcreteInstitute (ACI), @ForConstructionPros (ForConstructionPros.com); Twitter: @ConcreteACI, @4ConstructnPros; LI: @American Concrete Institute

[Post before Oct 24]

We’re excited to find out the 2022 winners of ACI’s Excellence in Concrete Construction Awards during the Oct 24 gala event at the ACI Concrete Convention. Here’s a look at last year’s winners. [IF YOUR CHAPTER NOMINATED A WINNER, INCLUDE THAT PROJECT AND CHAPTER MEMBER]

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

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

[image suggestion from Canva templates: ACI Excellence in Concrete graphics]

There’s still time to encourage student chapter members and other students pursuing #concrete-related degrees to apply for ACI Foundation scholarships and fellowships. The application deadline is Nov 1.

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

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

How do we reduce #carbon emissions in #concrete #construction? Methods include using high-performance concrete & using water-reducing admixtures or supplementary cementitious materials to reduce/replace portland #cement content. Read more at NEU: An ACI Center of Excellence for Carbon Neutral Concrete:

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

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

We’re honored to have the support of [insert company] here at [Insert chapter name]. Visit [insert company’s website address] to learn more about them. #MemberMonday

[tag company where applicable; use #MemberMonday graphic]

Who’s attending the ACI Concrete Convention in Dallas, Oct 23-27? Check out the convention’s jam-packed lineup of sessions and events at:

<https://www.concrete.org/events/conventions/currentconvention/sessionsandevents.aspx>

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

[image suggestion from Canva templates: Register Today graphics]

Certification helps ensure quality work is being performed on jobsites and can help with career advancement. This ForConstructionPros article does a great job explaining all the reasons why #ACICertification is important:

<https://www.forconstructionpros.com/concrete/article/21440380/american-concrete-institute-aci-the-value-of-getting-your-aci-certification>

FB: @ForConstructionPros (ForConstructionPros.com), @AmericanConcreteInstitute (ACI); Twitter: @4ConstructnPros, @ConcreteACI; LI: @American Concrete Institute

#Didyouknow? American Concrete Institute offers hundreds of free education presentations that were recorded at ACI Conventions and other industry events. Browse presentations here:

<https://www.concrete.org/education/freewebsessions.aspx>

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

The inaugural season of ACI’s Engineering Greatness podcast already has a handful of episodes available for your listening pleasure. The young professionals in charge of Episode 3 discuss trends they are seeing in their area. Listen here:

<https://aciconcrete.podbean.com/e/ep-3-engineering-greatness-with-anabel-merejildo-piero-rodriguez/>

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

Get #ACICertification in four easy steps! Go to our website to:

1. Find a certification program.

2. Find your testing location/dates offered.

3. Register for the session date.

4. Attend the session/take the exam.

[link to your website’s certification page; use #ACICertification graphic]

It’s #MemberMonday! We’re happy to have [insert company] as part of our [Insert chapter name] family. Visit [insert company’s website address] to learn more about them.

[tag company where applicable; use #MemberMonday graphic]

[Red text is for chapters covering Chicago, Miami, San Marcos (TX), Newark (DE), Kalamazoo (MI) of which the reps are members]

In Sept, six young professionals—including [insert chapter name] member [insert member name]—represented American Concrete Institute at the Emerging Leaders Alliance conference to participate in advanced leadership training. Learn more:

<https://www.concrete.org/news/newsdetail.aspx?f=51737284&fbclid=IwAR3nl-ZufzLNjJ4ahmmkz7dMcoFBnA2go0davoiuaL1jN0YW63aepgcFjSw>

FB: @AmericanConcreteInstitute (ACI), @EmergingLeadersAlliance (Emerging Leaders Alliance (ELA)); 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]