**Spring 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**

DYK?: Over 50% of U.S. states with #concrete interstate pavement are enrolled in a study that embeds sensors in concrete pours that send data about concrete strength and the need for repair. This Purdue invention could save taxpayer dollars.

<https://www.purdue.edu/newsroom/releases/2023/Q1/talking-concrete-could-help-prevent-traffic-jams-and-cut-carbon-emissions-interstates-throughout-u.s.-consider-purdue-invention-to-reduce-road-repairs.html>

FB: @PurdueUniversity (Purdue University) **OR** @LylesSchoolofCivilEngineering-Purdue; Twitter: @PurdueCE; LI: @Lyles School of Civil Engineering at Purdue

Recently the Global Cement & Concrete Association unveiled a campaign highlighting the roles women play in the #cement and #concrete industry, featuring over 120 video testimonials. Learn more at World Cement

<https://www.worldcement.com/the-americas/08032023/essential-women-in-essential-industry-a-year-in-the-spotlight/>

FB: @worldcement (World Cement); Twitter: @theGCCA, @World\_Cement; LI: @GCCA-Global Cement and Concrete Association, @World Cement

The RMC Research & Education Foundation is now the Concrete Advancement Foundation. The name change brings a new vision to be the resilient resource to collaboratively support #concrete as the leading sustainable building material. Via Concrete Products:

<https://concreteproducts.com/index.php/2023/03/14/rmc-foundation-stresses-resilience-sustainability-under-new-banner/>

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

Need floors that are attractive, durable, and easy to clean? Then polished #concrete flooring may be what you’re looking for. On-Site Magazine explains the benefits in this timely article:

<https://www.on-sitemag.com/digital-archives/concrete-february-2023/>

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

Via The Verge: Net-zero carbon dioxide emissions by 2050 may not be enough. The world needs to start slashing greenhouse gas emissions immediately. <https://www.theverge.com/2023/3/20/23645323/united-nations-report-climate-change-goals-net-zero-emissions>

FB: @verge · Media/news company; TW: @verge; LI: no presence

[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/>

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

[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

High-rise buildings can withstand high winds & heavy loads partly due to post-tensioned #concrete slabs reinforced with steel cables or tendons. Green Building Elements explains:

<https://greenbuildingelements.com/post-tension-slabs/>

FB: @greenbuildingelements (Green Building Elements); Twitter: @gbelements; LI: no presence

#NowHiring Looking into #careers in #concrete #construction? Check out this quick video featuring two young ready mixed truck drivers: <https://deliveryourfuture.org/resources/youngdriversinconcrete/>.

Fox Blocks explains how insulating #concrete forms (ICFs) are energy efficient and disaster resiliant:

<https://www.foxblocks.com/blog/high-performance-building-envelope-systems>

FB: @foxblocks (Fox Blocks); Twitter: @FoxBlocksICF; LI: no presence

When #concrete suppliers have better knowledge of contractor needs, they can better meet their needs. Check out this article by ForConstructionPros that also touches on AI:

<https://www.forconstructionpros.com/concrete/article/22737741/throughput-inc-how-cement-manufacturers-are-responding-to-cement-demand-fluctuations>

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

Do your organization’s #concrete products have EPDs? Building materials with EPDs are eligible for funds under 3 FEMA programs, says Smart Cities Dive.

<https://www.smartcitiesdive.com/news/low-carbon-building-materials-disaster-recovery-climate-resilience-fema/647268/>

FB: @smartcititesdive (Smart Cities Dive); Twitter: @smartcitiesdive; LI: @Smart Cities Dive

A self-healing #concrete called BRACE combines the principles of biology & concrete to restore aging structures. Learn more via Interesting Engineering:

<https://interestingengineering.com/innovation/darpa-self-healing-concrete>

FB: @interestingengineering (Interesting Engineering); Twitter: @IntEngineering; LI: @Interesting Engineering

On-Site Magazine’s “Going Monolithic” discusses the equipment needed to double production and increase efficiency with monolithic #concrete pours:

<https://www.on-sitemag.com/digital-archives/concrete-april-2023/>

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

**Industry**

[post April 21 or 22—Earth Day is April 22]

Play a role in building a more #sustainable future. In honor of #EarthDay, take a look at Build With Strength’s recommendations on how to reduce concrete’s #carbon footprint.

[file:///C:/Users/vks/Dropbox/PC/Downloads/Climate-Action-What-You-Can-Do-Right-Now.pdf](about:blank)

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

[post during Construction Safety Week, May 1-5]

Are hard hats or helmets better for your jobsite? This article from Construction Drive will help you decide. #ConstructionSafetyWeek

<https://www.constructiondive.com/spons/use-your-head-traditional-hard-hats-versus-safety-helmets/644166/>

FB: @constructiondive (Construction Dive); Twitter: @constructdive; LI: @Construction Dive

[post during Construction Safety Week, May 1-5]

#ConstructionSafetyWeek is May 1-5. Download daily toolbox talks and videos 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

A Canadian firm that is constructing a pilot plant to manufacture a low-carbon #cement made from 100% recycled consumer glass, having potential to dramatically reduce the industry’s #carbon footprint, via Cement Products. <https://cementproducts.com/2023/03/13/progressive-planet-to-build-pozglass-pilot-plant/>

FB: @CementProductsMag (Cement Products); Twitter: no presence; LI: no presence

NEU webinar with Ignacio Cariaga, Heidelberg Materials, discusses how there is no single technology, lever, nor single company that can achieve net zero #concrete without proper education, collaboration and advocacy work to change building codes. <https://www.youtube.com/watch?v=f5zDK28TWCA>

FB: NEU: An ACI Center of Excellence for Carbon Neutral Concrete; Twitter: @NEUconcrete; LI: NEU: An ACI Center of Excellence for Carbon Neutral Concrete

What’s the difference between cement & concrete? Cement is the powder ingredient & Concrete is the end product! Cement makes up about 10% of a concrete mix. WDIO News says addressing cement is key to making concrete more sustainable. Learn more:

<https://www.wdio.com/lift-online/earth-month-umd-professor-researching-ways-to-make-concrete-more-sustainable/>

FB: @wdiowirt (WDIO); Twitter: @wdiowirt; LI: no presence

Researchers at the University of Kentucky College of Engineering are looking into the use of human hair as fiber reinforcement in #concrete #construction forms. Learn why:

<https://www.engr.uky.edu/news/2023/04/how-uk-research-team-proving-human-hair-can-be-used-repair-kentucky-bridges-buildings>

FB: @ukyengineering (University of Kentucky College of Engineering); Twitter: @ukyengineering; LI: @ University of Kentucky College of Engineering

#ICYMI The Global Cement & Concrete Association present 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

The Concrete Advancement Foundation wants to recruit a demographic with a unique relationship with concrete into the #construction industry: skateboarders! (Skate4Concrete)

<https://youtu.be/0YByo6jn_ig>

FB: @no presence; Twitter: no presence; LI: @Concrete Advancement Foundation

The American Concrete Pavement Association explains how #concrete pavements are being designed to contribute to a #sustainable world in multiple ways in this video:

<https://vimeo.com/805322678>

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

Environmental Product Declarations are reports that quantify the environmental impact of a product based on a comprehensive life cycle assessment. Learn more about EPDs via NRMCA.

<https://www.nrmca.org/association-resources/sustainability/environmental-product-declarations/>

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

#Concrete is a locally produced material that ensures security of supply, cuts carbon, supports local jobs and contributes to your community’s economic prosperity.

<https://www.greenconcrete.info/local.html>

Check out NRMCA’s Online Buyer’s Guide for information about products and services within the #concrete industry:

<https://nrmca.onlinemarketbase.org/>

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

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]

American Concrete Institute introduces a new Guide for Shotcrete. ACI PRC-506-22: Shotcrete—Guide is a primer for anyone interested in learning more about shotcrete materials, equipment, crews, placement techniques, curing, and protection. <https://www.concrete.org/news/newsdetail.aspx?f=51738713>

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

The American Concrete Institute is recognizing several professionals, groups, and companies for their outstanding contributions and dedication to ACI and the concrete industry. <https://www.concrete.org/news/newsdetail.aspx?f=51738711>

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

ACI will bestow its highest honor – ACI Honorary Membership – at the ACI Concrete Convention April 2-6, 2023. Learn more: <https://www.concrete.org/news/newsdetail.aspx?f=51738710>

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

Have you registered for the ACi Convention yet? It’s less than 2 weeks away! #ACIConvention <https://www.concrete.org/news/newsdetail.aspx?f=51738658>

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

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[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>

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

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

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Learn More: <https://lnkd.in/dCnn7rhk#certificationaward>

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Learn More: <https://lnkd.in/gWqBqP7D>

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Read More: <https://lnkd.in/gka5GW7x>

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

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[tag company where applicable; use #MemberMonday graphic]

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

The American Concrete Institute is pleased to announce Frederick H. Grubbe, MBA, CAE, has been named Executive Vice President of ACI. Learn more:

<https://www.concrete.org/news/newsdetail.aspx?f=51738823>

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

Registration is open for the third 24 Hours of Concrete Knowledge, to be held on July 11-12. Organized by ACI, it is a free, virtual conference that brings together 24 ACI international chapters and industry partners. Register today!

<https://www.concrete.org/24hourconcrete.aspx?step=EventChoice_0>

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

Have you registered for the 2023 ACI Professors' Workshop? Held online July 17-18 or in person from July 25-26. Learn More:

<https://concrete.org/events/professorsworkshop>

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

Antonio Nanni was elected president of American Concrete Institute for the 2023-2023 term. Learn more about Nanni and ACI’s new vice president and board members:

<https://www.concrete.org/news/newsdetail.aspx?f=51738809>

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

ACI has hired Mahmut Ekenel, PhD, PE, FACI,to support, promote, and assist in the development of certification and conformity assessment programs. He will be assisting ACI’s Centers of Excellence NEU (for Carbon Neutral Concrete) and NEX (for Nonmetallic Building Materials).

<https://www.concrete.org/news/newsdetail.aspx?f=51738844>

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]