**Summer 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**

Low-#carbon #concrete is the future. General Services Administration will invest $30M from the Inflation Reduction Act to increase the sustainability of federal buildings by testing new technologies & products. Learn more about GSA’s Green Proving Ground program:

<https://www.gsa.gov/climate-action-and-sustainability/center-for-emerging-building-technologies/about-green-proving-ground>

FB: @GSA (General Services Administration); Twitter: @USGSA; LI: @GSA

The DOE is funding a $4M #concrete decarbonation study at Cornell University. The goal of the project is to harness CO2 capture and mineralization technologies to lower the #carbon intensity of #cement production by 60% or more. Learn more about the study:

<https://news.cornell.edu/stories/2023/07/cornell-lead-concrete-decarbonization-project>

FB: @energy (U.S. Department of Energy), @Cornell (Cornell University); Twitter: @ENERGY, @Cornell; LI: @U.S. Department of Energy (DOE)

FHWA announced that the application period is open for the first year of a new, $85-million grant program under President Biden’s Bipartisan Infrastructure Law that will focus on digital construction, such as computer modeling and 3D design. <https://www.forconstructionpros.com/equipment/article/22867038/construction-technology-becomes-a-focus-of-federal-infrastructure-funding>

@ForConstructionPros (ForConstructionPros.com); Twitter: @4ConstructnPros; LI: @ForConstructionPros

#BIM can help drive down #carbon emissions in #construction and support #sustainable practices.

<https://www.pbctoday.co.uk/news/digital-construction/bim-news/reducing-carbon-emissions-in-construction-with-bim/128253/>

FB: @PBC Today; Twitter: @PBC\_Today; LI: PBC Today & BIM Today

ForConstructionPro’s Digging Deeper podcast talks about how #AI is being used in #concrete #construction and discusses how concrete sensor data can help increase jobsite productivity and address overdesign.

<https://www.forconstructionpros.com/podcasts/digging-deeper/podcast/22864881/concrete-sensor-ai-and-concrete-construction>

FB: @ForConstructionPros (ForConstructionPros.com); Twitter: @4ConstructnPros; LI: @ForConstructionPros

Discover an impressive achievement by Brigham Young University students in the DOE Solar Decathlon Build Challenge is a solar-powered, transportable #concrete home with 3 domes. It achieves zero-energy status as well as windproofing, fireproofing, and resistance to extreme temperatures.

<https://news.byu.edu/byu-student-built-solar-powered-triple-dome-home-makes-cut-for-parade-of-homes>

FB: @BYU (BYU), @DOESolarDecathlon (Solar Decathlon); Twitter: @BYU, @Solar\_Decathlon; LI: @U.S. Department of Energy Solar Decathlon

Ever wonder how are skateparks built? Skatepark designer & former professional skateboarder Kanten Russell says using #concrete allows him to create with no limits. Interested in building skateparks & other concrete structures? Follow skate\_4\_concrete on Instagram!

<https://www.youtube.com/watch?v=12qKItQ9LXc>

FB: @kantenrussellofficialpage (Kanten Russell); Twitter: @KantenRussell; LI: @Kanten Russell

Discover the remarkable potential of net-zero homes with a lifespan of 300 years. Santa Fe Habitat for Humanity's #construction manager affirms the viability of such long-lasting homes constructed using ICFs. Find out more in the informative article in Builder magazine's #buildwithstrength section.

<https://www.builderonline.com/building/why-not-a-300-year-old-net-zero-home>

FB: @santafehabitat (Santa Fe Habitat for Humanity), @buildermagazine (Builder Magazine); Twitter: @SantaFeHabitat, @builderonline; LI: @Santa Fe Habitat for Humanity, @BUILDER magazine

Learn how prioritizing #construction #safety can start with a simple question: "How are you?" In an insightful interview conducted by ForConstructionPros, McCarthy Building Companies' regional safety director discusses the significance of mental health on jobsites.

<https://www.forconstructionpros.com/business/construction-safety/article/22863927/mccarthy-building-companies-how-to-start-talking-about-mental-health-safety-in-construction>FB: @ForConstructionPros (ForConstructionPros.com), @mccarthybuilding (McCarthy Building Companies, Inc.); Twitter: @4ConstructnPros, @McCarthyBuild; LI: @ForConstructionPros, @McCarthy Building Companies, Inc.

U.N. Secretary-General António Guterres delivers a powerful video message urging the global #concrete & #cement industry to eliminate coal-fired power in cement production, work with governments to speed decarbonization, and set ambitious targets for emissions reduction.

<https://www.un.org/sg/en/content/sg/statement/2023-06-13/secretary-generals-video-message-the-global-cement-and-concrete-association>

FB: @unitednations (United Nations); Twitter: @UN; LI: no presence

The #construction industry is reducing time-consuming, repetitive tasks with robots & artificial intelligence. Learn how autonomous robots are in use in several U.S. projects via Daily Commercial News

<https://canada.constructconnect.com/dcn/news/usa/2023/06/robot-can-now-tie-large-rebar-grids-ideal-for-bridge-work>

FB: @dailycommercialnews (Daily Commercial News); Twitter: @DCN\_Canada; LI: @Daily Commercial News and Construction Record

#DidYouKnow? The CIM Program’s #concrete industry management degree is one of the highest-paid college majors and has a 100% placement rate. ACI Foundation is a longtime financial supporter of the CIM program. Learn more:

[https://www.concretedegree.com/](about:blank)

FB: @CIM-Program-283015635044 (CIM Program), @acifoundation (ACI Foundation); Twitter: @ConcreteDegree, @ACIFoundation; LI: @ACI Foundation

How do you build a structure that lasts a lifetime? Chose a building material that is sustainable, long-lasting, easy to work with, safe and strong. Build With Strength explains why #concrete is all of those things:

[https://buildwithstrength.com/strength/](about:blank)

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

Unique geometries and novel forming solutions were used for this 36-story #concrete frame high-rise, which resulted in tiers shaped like tree leaves. Structure Magazine provides design details:

[https://www.structuremag.org/?p=20076](about:blank)

FB: @structuremagazine (Structure Magazine); Twitter: @STRUCTUREmagazine; LI: no presence

Don’t miss the latest Digging Deeper Podcast! "Concrete: A Sponge for Carbon Dioxide” explains the concept and science of #concrete acting as a #carbon sink. The podcast is produced by ForConstructionPros.

[https://www.forconstructionpros.com/podcasts/digging-deeper/podcast/22171817/concrete-as-a-carbon-sink](about:blank)

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

**Industry**

44 state DOTs (and counting) have approved portland-limestone cement (PLC) in specifications, says Concrete Products. PLC is a blended #cement with higher limestone content that performs the same as portland cement, but with a reduced #carbon footprint.

[https://concreteproducts.com/index.php/2022/05/03/portland-limestone-cement-uptake-44-states-and-counting/](about:blank)

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

#TechTuesday Cemex is testing a process that converts CO2 emitted by a #cement kiln into #carbon nanomaterials that can be used to create cement-based materials for #construction and other industries. This could be a game-changer! Via The Construction Index

[https://www.theconstructionindex.co.uk/news/view/cemex-makes-nanomaterials-from-waste-co2](about:blank)

FB: @cemex (Cemex), @TheConstructionIndex (The Construction Index); Twitter: @CEMEX, @TCIndex; LI: @The Construction Index Ltd

A solution for fly ash shortages? Ground glass pozzolans (GGPs) can be used instead of fly ash to improve the durability of concrete. One company is improving the glass-recycling process to make GGPs available to the #concrete industry, says Roads & Bridges.

[https://www.roadsbridges.com/ground-glass-pozzolans-and-future-concrete-infrastructure](about:blank)

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

Plastic shrinkage cracking occurs when #concrete is placed in hot or dry environments. To learn how to stop plastic shrinkage cracking with microsynthetic fibers, watch this fun and informative video by Oklahoma State Professor Tyler Ley:

[https://www.youtube.com/watch?v=fqrTGD3VKGY&t=345s](about:blank)

FB: @concrete.tyler (Tyler Ley), @okstate (Oklahoma State University); Twitter: @okstate; LI: no presence

**Industry**

Although sometimes used interchangeably, concrete and cement are not the same thing. NRMCA educates about concrete and its ingredients (including cement).

<https://www.nrmca.org/about-nrmca/about-concrete/>

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

Via Daily Commercial News: Building with insulating #concrete forms (ICFs) can effectively address housing and labor issues while meeting #carbon reduction objectives.

<https://canada.constructconnect.com/dcn/news/technology/2023/07/inside-innovation-rethinking-concrete-to-achieve-both-housing-and-carbon-reduction-objectives>

FB: @dailycommercialnews (Daily Commercial News); Twitter: @DCN\_Canada; LI: @Daily Commercial News and Construction Record

Long lasting, quality roadwork: today’s #concrete pavement can be engineered to last 50+ years! The latest issue of ACPA’s Concrete Pavement Progress magazine gives examples of concrete roads that have surpassed that benchmark. #BuildWithStrength

<https://www.associationpublications.com/flipbook/acpa/2023/Spring/6/index.html>

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

View NEU Webinar by Dr. Gaurav Sant, University of California, Los Angeles: Decarbonizing #Cement Production and Concrete-Based Construction: What Carbon Capture, Utilization, and Storage (CCUS) Could Mean for the Sector? #CCUS #concrete #NEU <https://www.youtube.com/watch?v=XA56XxqxmwY>

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

Heidelberg Materials’ new cement plant is an example of modern, sustainable #cement production. The new plant will greatly increase availability of portland limestone cement (PLC) in the U.S. Midwest. Via NRMCA

<https://www.concreteinfocus-digital.com/nrcq/0223_summer_2023/MobilePagedArticle.action?articleId=1881099#articleId1881099>

FB: @NRMCA (National Ready Mixed Concrete Association); Twitter: @hd\_materials, @NRMCA; LI: @Heidelberg Materials, @National Ready Mixed Concrete Association

A #concrete test road was created by Florida DOT on US 301 that uses live traffic flow to identify the most effective concrete pavement designs for statewide usage. It is the only testing facility of its kind in the Southeastern U.S. Via AASHTO Journal

<https://aashtojournal.org/2023/03/24/florida-dot-creates-concrete-test-road-on-u-s-301/>

OPTIONAL TAGS: FB: @AASHTOspeaks (American Association of State Highway and Transportation Officials (AASHTO)); Twitter: @asshtospeaks; LI: @AASHTO (American Association of State Highway and Transportation Officials)

Discover how ICF (insulated concrete form) #construction is serving a dual purpose for schools by providing natural disaster/emergency shelters for surrounding communities. Check out these insightful case studies from Build With Strength.

<https://www.concreteinfocus-digital.com/nrcq/0223_summer_2023/MobilePagedArticle.action?articleId=1881085#articleId1881085>

FB: @buildwithstrength (Build With Strength), @NRMCA (National Ready Mixed Concrete Association); Twitter: @BuildStrength, @NRMCA; LI: @Build With Strength, @National Ready Mixed Concrete Association

Gain insights into adapting #concrete pavement to withstand extreme weather events with the Spring 2023 MAP Brief titled "Climate Change, Resilience, and Concrete Pavements." This comprehensive report by the National Concrete Consortium offers valuable information on this crucial topic.

<https://intrans.iastate.edu/app/uploads/2023/05/climate_change_resilience_and_concrete_pvmts_spring_2023_MB.pdf>

[no tags]

Tune in to the latest episode of ASTM's Standards Impact podcast, where host David Walsh engages in a conversation with Ivan Diaz Loya from Ozinga. Gain insights into reducing #carbon in construction, the role of #standards in propelling the industry forward, and the future of #sustainable #concrete.

<https://standards-impact.simplecast.com/>

FB: @ASTMInternational (ASTM International), @Ozinga (Ozinga); Twitter: @ASTMIntl, @Ozinga; LI: @ASTM International, @Ozinga

What are the long-term advantages of choosing concrete as a building material? Compared to alternatives such as cross-laminated timber (CLT), #concrete proves to be a significantly more cost-effective option for builders, owners, and residents.

<https://buildwithstrength.com/resources/the-hidden-costs-of-mass-timber-buildings/>FB: @buildwithstrength (Build With Strength); Twitter: @BuildStrength; LI: @Build With Strength

Learn how finely ground limestone used in a blended #cement can replace up to 15% of portland cement clinker, resulting in a reduction of #concrete’s #carbon footprint by 10%. Visit [CementProgress.com](https://cementprogress.com/)

[link in text]

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

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

[Note: this ran last month as well]

Registration is open for ACI Concrete Convention in Boston, MA, USA. Don’t forget to register today!

<https://www.concrete.org/news/newsdetail.aspx?f=51738895>

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

The ACI Foundation is pleased to announce the new ACI 201 #Concrete Durability Scholarship funded by Professor Emeritus Donald J. Janssen. Learn more:

<https://www.concrete.org/news/newsdetail.aspx?f=51739079> #ACIFoundation #scholarship

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

The ACI Foundation is accepting applications from graduate and undergraduate students for the 2024-2025 academic year. Eight new #fellowships and one new #scholarship have been added, bringing the total annual awards to 46. #ACIFoundation <https://www.concrete.org/news/newsdetail.aspx?f=51739034>

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

According to ACI President Antonio Nanni, it is critical for ACI to gain a deeper understanding of artificial intelligence systems and their implications for ACI operations, document development, and the concrete industry in general. #AI

<https://www.concrete.org/news/newsdetail.aspx?f=51739033>

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

**Coming on August 23:**NEx Webinar Series: Synthetic Fibers in #Concrete: Types, Applications, and Design Considerations – Marc Rached (1:00 - 2:00 PM EDT) #NEx  
<https://www.concrete.org/store/productdetail.aspx?ItemID=W2315&Format=ONLINE_LEARNING&Language=English&Units=US_Units>

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

Intended for anyone who wants an introduction to #concrete and concrete construction, ACI's CCS-0(16): Concrete Fundamentals is an effective training tool. Now available in paperback! Purchase your copy today: <https://www.concrete.org/store/productdetail.aspx?ItemID=CCS0U16&Language=English&Units=US_Units> #concreteconstruction

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

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

The ACI Foundation’s Concrete Innovation Council (CIC) will host its annual Technology Forum on August 29 - 31, 2023, in Portland, OR. Early bird registration ends on August 4, 2023. The cut-off date for hotel reservations is August 7, 2023. Register today:

<https://lnkd.in/gEyVc4e>

TW: @ACIFoundation LI: @ACI Foundation FB: @ACI Foundation

The ACI Career Center is the #1 career resource for students, employers, and job seekers in the #concrete industry. Don’t forget to follow the ACI Career Center on Twitter (@ACICareerCenter) for the latest job postings!

<https://lnkd.in/g7R3XsY>

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

A new Fellowship honors the retirement and legacy of ACI Executive VP, Ronald G. Burg. For 13 years his visionary leadership has initiated substantial positive changes in ACI, including strengthening the ACI Foundation, its impact and the culture of philanthropy within the ACI community.

<https://www.concrete.org/news/newsdetail.aspx?f=51738850>

TW: @ACIFoundation LI: @ACI Foundation FB: @ACI Foundation

Registration is now open for ACI Concrete Convention in Boston, MA, USA. Register today!

<https://www.concrete.org/news/newsdetail.aspx?f=51738895>

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

The ACI Foundation’s Concrete Research Council (CRC) selected 11 research projects to receive grants this year. The CRC seeks projects that further the knowledge and sustainability of concrete materials, construction, and structures in coordination with ACI Technical Committees.

<https://www.concrete.org/news/newsdetail.aspx?f=51738871>

TW: @ACIFoundation LI: @ACI Foundation FB: @ACI Foundation

#Didyouknow? #ACICertification can help with career advancement & job opportunities. For project owners & specifiers, having certified #concrete contractors on jobsites ensures the highest quality #construction. Learn more via Concrete Contractor magazine:

[https://www.forconstructionpros.com/concrete/article/21440380/american-concrete-institute-aci-the-value-of-getting-your-aci-certification](about:blank)

FB: @concretecontractor (Concrete Contractor); Twitter: @concreteinsider; LI: no presence

ICYMI, the newly launched ACI Center of Excellence for Carbon Neutral Concrete will provide access to research & education in new technologies and the knowledge needed to reduce the #concrete industry’s #carbon footprint. Learn more:

[https://www.neuconcrete.org/](about:blank)

#MemberMonday: The value of [insert chapter name] membership has never been greater. Our top benefits are worth thousands of dollars. Join today!

[link to your website/member benefits page]

The ACI Center of Excellence for Nonmetallic Building Materials (NEx) intends to accelerate use of such materials, like FRP rebar, in #construction. This interview with NEx’s Jerzy Zemajtis is part of WOC360’s 2022 Industry Influencer Series.

[https://www.woc360.com/2022-influencer-videos/how-specify-procure-and-install-nonmetallic-building-materials](about:blank)

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

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]