**Winter 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**

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

We love this video! Viewpoint with Dennis Quaid provides short educational programming for Public Television stations. One of their latest documentaries brings awareness to #concrete job opportunities with the help of Concrete Foundations Association.

<https://www.viewpointproject.com/ptv-segments-concrete-foundation/>

FB: @viewpoint.project.dennis.quaid (Viewpoint Project with Host Dennis Quaid), @CFAConcretePros (Concrete Foundations Association (CFA)); Twitter: @CFAWalls; LI: @Viewpoint Project with Dennis Quaid, @Concrete Foundations Association

Researchers in Germany constructed the world’s first #carbon-reinforced #concrete building. The project director said they saved 50% on material, resulting in a 70% decrease in CO2 emissions, reports Metropolis Magazine.

<https://metropolismag.com/projects/researchers-in-germany-construct-the-worlds-first-carbon-concrete-building/>

FB: @MetropolisMag (Metropolis Magazine); Twitter: no presence; LI: @Metropolis Magazine

A research team in the UK developed a vaulted #concrete floor that uses 75% less concrete & 60% less #carbon in its #construction. Standard raised floor panels are placed over the curved structure to create a level surface. Eureka! Mag explains:

<https://www.eurekamagazine.co.uk/content/news/vaulted-concrete-floor-cuts-carbon-by-60-per-cent>

FB: @EurekaMagazineUK (Eureka Magazine); Twitter: @EurekaMagazine; LI: @Eureka

Start updating your travel calendar! See Concrete Contractor’s list of #concrete conventions and trade shows to be held in 2023.

<https://www.forconstructionpros.com/concrete/article/22551962/concrete-conventions-tradeshows-for-2023>

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

To ensure long-lasting #concretepavement, do not oversalt during the winter! A table showing correct application rates for dry salt and winter sand can be found in this Concrete InFocus article, published by NRMCA.

<https://www.concreteinfocus-digital.com/nrcq/0322_fall_2022/MobilePagedArticle.action?articleId=1812997#articleId1812997>

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

Are you ready for #concretepavement that can charge electric vehicles as they drive over it? While we’re not there yet, a “magnetizing concrete” made with recycled ferrites) is being used in a German suburb to charge the batteries of the city’s electric buses.

<https://leaps.org/battery-charger/particle-7>

FB: @Leaps.org TW: @leaps\_org LI: @Leaps.org

Did you know that paving with low-carbon #concrete reduces CO2 emissions by up to 47%? <https://www.wortfm.org/why-not-concrete-low-carbon-concrete-reduces-co2-emissions-by-up-to-more-than-40/>

An unexpected ancient manufacturing strategy may hold the key to designing #concrete that lasts for millennia. <https://news.mit.edu/2023/roman-concrete-durability-lime-casts-0106>

# FB: MassachusettsInstituteofTechnology(MIT) TW: @MIT LI: @MassachusettsInstituteofTechnology

Could this happen? Why some think timber towers could be the future. <https://www.theage.com.au/national/victoria/goodbye-concrete-and-steel-why-timber-towers-could-be-the-future-20221214-p5c6eh.html>

FB: @theageAustralia TW: @theage 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

ICYMI, Concrete Products shares details about a New Buildings Institute report that offers language to incorporate embodied #carbon requirements in building codes. The report explains the need to address such criteria for materials & products with high emissions.

<https://concreteproducts.com/index.php/2022/02/21/report-gauges-building-codes-impact-on-embodied-carbon-in-project-specs/>

FB: @NewBuildingsInstitute (New Buildings Institute), @ConcreteProducts (Concrete Products); Twitter: @NewBldgsInst, @ConcreteProduct; LI: @New Buildings Institute, @Concrete Products

Using slag #cement in #concrete paving projects—including highways & airports—can help reduce thermal stress, alkali-silica reaction (ASR) & permeability. See Slag Cement Association’s case studies showing how slag #cement improves pavement performance.

<https://www.slagcement.org/resources/news/articleid/38/slag-cement-in-pavements-and-airports.aspx>

FB: @ (Slag Cement Association); Twitter: @SlagCement; LI: no presence

The Top 10 trends to impact the #construction industry over the next decade include equipment tracking tech, autonomous machinery like robotic rebar tying, cybersecurity and sensors for increased safety, says ForConstructionPros. Learn about all 10 trends:

<https://www.forconstructionpros.com/business/article/22432300/association-of-equipment-manufacturers-top-10-trends-to-impact-construction-industry-in-next-decade>

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

This is a good and thorough overview of our industry’s efforts to lower the #carbon footprint of #cement and #concrete, and what’s been done so far. We recommend you save it for when you have a few minutes to sit and read. Via Ars Technica

<https://arstechnica.com/science/2022/11/the-road-to-low-carbon-concrete/>

FB: no presence; Twitter: @arstechnica; LI: no presence

You can download a free copy of “Top 10 Ways to Reduce Concrete’s Carbon Footprint” from Build With Strength. The booklet is geared for design professionals & contractors and includes specifications, recommendations and case studies.

<https://buildwithstrength.com/resources/top-10-ways-to-reduce-concretes-carbon-footprint-booklet/>

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

ASCE 59 Committee Chair Don Dusenberry reviews coming changes to the standard for blast-resistant design—including substantial revisions to Chapter 9, which covers materials such as lightweight #concrete. Via Structure Magazine

<https://www.structuremag.org/?p=21607>

FB: @structuremagazine (Structure Magazine); Twitter: @STRUCTUREmag; LI: @STRUCTURE Magazine

Heading to the Canadian Concrete Expo? Registration is open for the Expo, which takes place Feb 16-17 in Toronto.

[https://hubs.li/Q01wHKL60](https://hubs.li/Q01wHKL60?fbclid=IwAR3Oiapz7OCCR_6-NThgxUUzQYIElvmJTASsEIdDi6SJZK56omEubDDk4hc)

FB: @CanadianConcreteExpo TW: @CDNConcreteExpo LI: @CanadianConcreteExpo

As 2023 begins, Lehigh Hanson is now Heidelberg Materials, a new identity for the #cement, #aggregate and #readymixedconcrete producer's corporate office and core Lehigh Cement and Hanson Aggregates businesses. Details: <http://ow.ly/rq1H50MhOKR>

FB: @ConcreteProductsMagazine TW: @ConcreteProducts LI: @ConcreteProducts

As daunting as the #climate crisis is, it is not the only environmental challenge facing the #construction industry that needs to be addressed. <https://www.forconstructionpros.com/sustainability/article/22484373/nexii-a-blueprint-for-builders-to-fight-climate-change>

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

There's good news and bad news for the road ahead, the coming year, and the decade too. <https://www.forconstructionpros.com/infrastructure/article/22618635/5-infrastructure-industry-forecasts-to-start-2023>

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

How do you #buildwithstrength? Chose a building material that is sustainable, long-lasting, easy to work with, and of course, safe and strong. Learn why #concrete is all of those things: <https://buildwithstrength.com/strength/>

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

**Industry/ACI**

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#Didyouknow? Increasingly more building codes, specifications & agencies are requiring ACI-certified workers on projects. Verifying #ACICertification is important—and quick & easy to do online or with the Verify mobile app. Via Concrete Contractor

<https://www.forconstructionpros.com/concrete/article/22458312/american-concrete-institute-aci-the-value-of-verifying-aci-certification>

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

[Use #ACICertification graphic]

It’s #MemberMonday! Learn more about [insert company], a valued [insert chapter name] member. Visit them at [insert company’s website address].

[tag company where applicable; use #MemberMonday graphic]

[please name and tag members who won]

Congrats to the 2022 winners of the ACI Excellence in #Concrete #Construction Awards! Check out videos of the winning projects—including Chau Chak Wing Museum, which earned top honors:

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

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

Get certified! Check out our 2023 #ACICertification programs and exam dates:

[link to your website’s certification page/schedule]

[Use #ACICertification graphic]

A New England charter school—which trains students for careers in #construction—is offering a #concrete quality control program that preps seniors to complete American Concrete Institute's Concrete Field Testing Technician–Grade I certification test. Via Cranston Herald

<https://cranstononline.com/stories/a-concrete-start-to-solid-career,183285>

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

**Local Chapters**

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.

* #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]

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[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>

Will you be at World of Concrete? See us in Vegas, January 17-19, at ACI at Booth C4036. <https://www.worldofconcrete.com/en/attendee.html>

FB: @WorldofConcrete TW: @WorldofConcrete LI: @World of Concrete

Read the latest message from ACI President Charles K. Nmai on “Concrete Admixtures!” <https://www.concrete.org/news/newsdetail.aspx?f=51738480>

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

# #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

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