JOIN THE CONVERSATION
#CONCRETE4AMERICA

Please join the social media conversation and help the cement and concrete industry leave our mark on Washington, D.C. We are urging Congress and the Trump Administration to revitalize America’s infrastructure. Join us in saying:

Don’t delay. Build with concrete and invest in the sustainable, durable, and resilient infrastructure that America needs today and into the future!

We encourage you to share your experience online, take photos, use the industry hashtags below, and include information about your organization. Be sure to use event hashtags #CONCRETE4AMERICA, #CONCRETETOCONGRESS, and #2019NACAFLYIN so we can follow along!

#TIMETOBUILD #BUILDING21 #INFRASTRUCTURE #TRANSPORTATION #RESILIENCY #CONSTRUCTION #RUNWAYS #WATERWAYS #HIGHWAYS

SAMPLE SOCIAL MEDIA POSTS

#DIDYOUKNOW? #CEMENT is the 2nd most consumed material on #EARTH, behind only water. The cement and concrete industry is on #CAPITOLHILL for the #2019NACAFLYIN to discuss the future of U.S. #INFRASTRUCTURE.

#CONCRETE4AMERICA is in DC for the #2019NACAFLYIN, visiting Congressional offices to discuss the future of durable, #RESILIENT #CONSTRUCTION for US #INFRASTRUCTURE.

Members of NACA are in DC this week representing the cement and concrete industry, which employs 600,000 Americans, contributes $100 billion annually to the US economy, and builds our nation's #INFRASTRUCTURE. #CONCRETE4AMERICA.

#CEMENT makes roads last longer, bridges stronger, and helps sustain our environment #CONCRETE4AMERICA.
WHY TWEET?

Members of Congress and their staff are among the largest consumers of social media in Washington. According to the National Journal’s study *Washington in the Information Age*:

- 48% of Capitol Hill insiders use social media as soon as they wake up.
- 83% use it throughout the day at work.
- 65% use it right before going to bed.

Members of Congress believe that social media is important to staying connected with constituents. According to the Congressional Management Foundation:

“76% of Capitol Hill staff find that social media enables them to have more meaningful interactions with constituents.”

FOLLOW NACA MEMBERS

@PCA_DAILY | Portland Cement Association  
@CRSI_TWEETS | Concrete Reinforcing Steel Institute  
@CONCRETEMASONRY | National Concrete Masonry Association  
@ACPPAHQ | American Concrete Pressure Pipe Association  
@CONCRETEPIPEUS | American Concrete Pipe Association  
@NRMCA | National Ready Mixed Concrete Association  
@ACPAPUMPERS | American Concrete Pumping Association  
@PAVECONCRETE | American Concrete Pavement Association  
@TILTUPTODAY | Tilt-Up Concrete Association  
@PCIPRECAST | Precast/Prestressed Concrete Institute  
@NATIONALPRECAST | National Precast Concrete Association  
@CFAWALLS | Concrete Foundations Association

Download the full social media toolkit: [WWW.CEMENT.ORG/ENGAGE](http://WWW.CEMENT.ORG/ENGAGE)