

NCCER

National Center for Construction
Education and Research



Social Media Best Practices Guide: **Associations**

Choose Your Platforms Wisely

Carefully consider which social media channels your organization should be on. Large organizations may have the resources to be on all major platforms, while smaller groups may be better off concentrating on one or two. Think about where your audience is and what type of content you plan to create.



X



Facebook



Instagram



LinkedIn



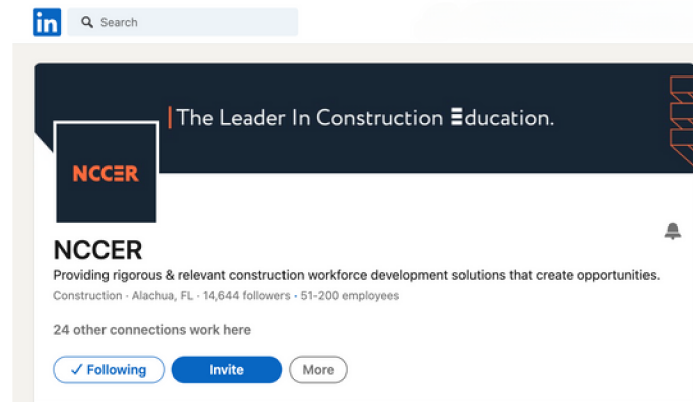
TikTok



Youtube

Optimize Your Company Page

Optimize your company's social media page by thoroughly filling out the **About Info, Website, Contact Info, and other details**. Upload a high-quality profile picture and header/banner that includes your logo. Ensure that your page name and @ handle are representative of your organization and easily findable.



Create and Post Valuable Content

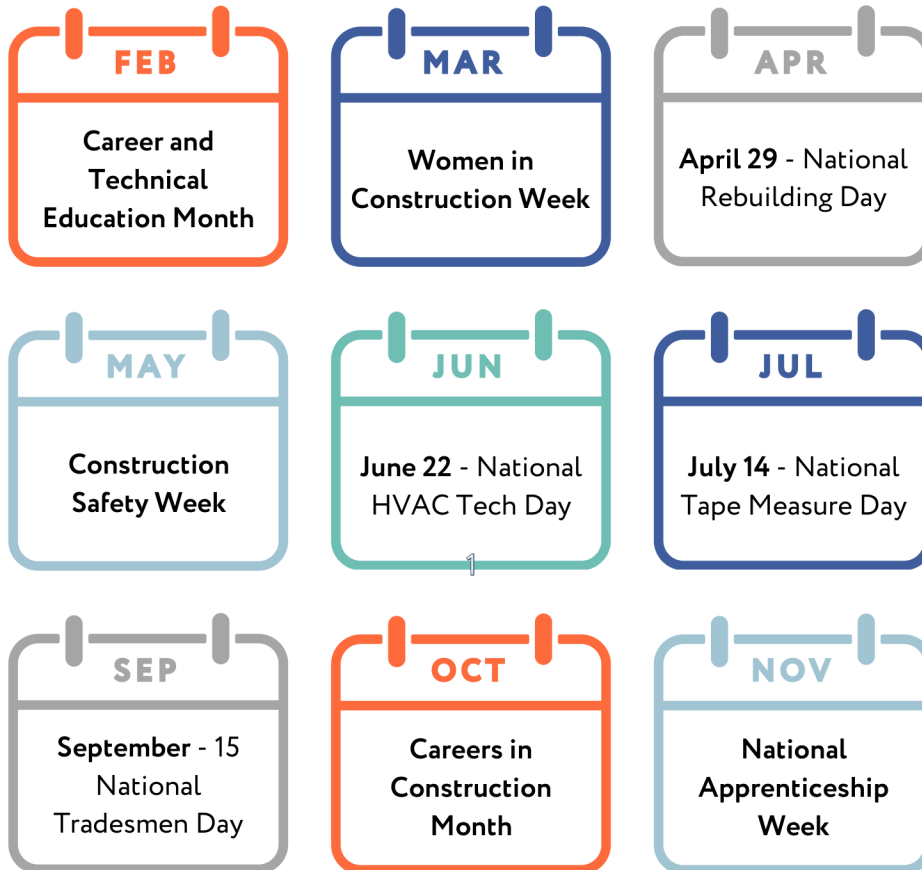
Being on social media means you need to create valuable content that your audience will want to consume – nobody wants to follow a page that only shares self-serving promotional posts or advertisements. How can your organization contribute engaging content to the timeline that will educate or entertain? Refer to pages 2-4 for examples of posts that will help you get started.

Be Consistent in Posting

Social media algorithms reward pages that post consistently. If you have long gaps between posts, you will have trouble being seen and risk looking unprofessional. However, also be careful not to post too often, as it can appear spammy. Research recommends posting frequency for your platform of choice.

Join the Conversation

Follow along with trending topics and hashtags in the industry and contribute valuable perspectives to the discussion. Also be aware of relevant special events in the construction industry, such as:



Key Content Examples

Apprenticeship Recruiting

The following posts target students and career seekers:

Kick off your career in #construction by joining [Association name]'s apprenticeship program! Get valuable hands-on training in an exciting craft like [3-4 apprenticeship crafts offered]. Learn how to get started as an #apprentice here: [Link]

Become an #apprentice today! [Association name] offers apprenticeships in high-demand #SkilledTrades that let you earn while you learn and can lead to a high-paying and fulfilling career in #construction. Get started: [Link]

Journey-Level Assessments

The following posts target construction business owners, human resources and training professionals:

Ensure the quality of your workforce. [Association name] offers #NCCER Assessments that help you evaluate a candidate's competency and hire with confidence. Learn more about pre-hiring assessments here: [Link]

Evaluate and develop the skills of your recent hires. [Association name] offers #NCCER Assessments that help validate what your new employees already know while identifying knowledge gaps for further #training. Get started: [Link]

Upskill and certify your craft professionals! [Association name] and #NCCER can evaluate your employees' skills and provide prescriptions for additional #training, helping you maintain a highly qualified and capable workforce. Start certifying your team today: [Link]

Partnering with High Schools

The following posts target high school administrators, career and technical education directors, and craft instructors:

Your school can offer students valuable technical #education and industry-recognized credentials that lead to real, in-demand jobs. Learn how to partner with [Association name] and NCCER to build a #construction education program that meets your quality and funding standards. [Link]

Build a #construction education program at your school by partnering with [Association name]. Teach your students valuable, in-demand technical skills and offer industry-recognized credentials through the standardized NCCER system. [Link]

Value of Credentials

The following posts target students, career-seekers and uncertified craft professionals:

As an apprentice or trainee learns new skills and progresses in their education, they earn credentials that represent their level of competency in their craft. Start earning your own construction #credentials with [Association name] and NCCER. [Link]

Earning construction credentials means you're learning new skills, advancing your career and elevating your potential wages. Get your own industry credentials through an NCCER training program at [Association name].

Helpful Tools

Several tools are available online to help with your social media post creation and account management. Here are a few free resources that are easy to implement:

- **Canva** create social media graphics, presentations and more.
- **Facebook: Get Started** use this guide to start and manage your Facebook business profile.
- **LinkedIn: Best Practices** increase engagement and curate your LinkedIn page.
- **Follow and share content from NCCER and BYF's social media channels:**



[NCCER, Build Your Future](#)



[@nccer, @discoverbyf](#)



[NCCER, Build Your Future | www.byf.org](#)



[@nccer_official, @discoverbyf](#)



[@NCCER_US, @BuildYourFuture](#)

Sample Graphics



NCCER
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YOUR
ASSOCIATION
HERE

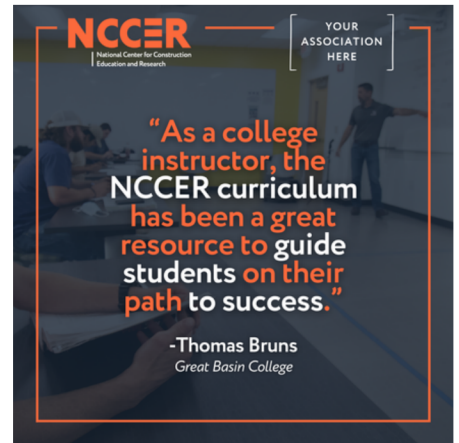
Nearly 4 in 5
employers globally
report difficulty finding
the skilled talent they
need in 2024.

Source: ManpowerGroup



WOMEN IN

CONSTRUCTION



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“As a college
instructor, the
NCCER curriculum
has been a great
resource to guide
students on their
path to success.”

-Thomas Bruns
Great Basin College



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To meet the demand for
current and future
projects, it is
imperative to
provide high-quality
technical training and
skills development.

