

PRECAST DAYS 2024



> Social Media Suggestions for Precast Days

Social media is a simple yet effective way to raise awareness for your Precast Days event. Include the hashtag #PrecastDays in social media posts to drive conversation and support Precast Days as a nationwide initiative. Tag NPCA so we can reshare your event to our channels.

Social Media Best Practices:

- Keep it short and sweet for maximum impact.
- Add visuals, including photos, videos and quotes.
- Ask questions to engage your audience.



Social Media Content Ideas:

Share NPCA social media posts: NPCA will promote Precast Days posts on Facebook, Instagram and LinkedIn. We encourage host plants to share NPCA's posts whenever and wherever possible. Feel free to add the details for your event as well while sharing. More details of NPCA's Precast Days campaign can be found below.

Share a picture or video: Post a photo or short promo video showcasing your company's Precast Days event. You may use the graphics NPCA has developed or create your own. Make sure to include what will be happening at these events and anything that will stand out, such as a specific activity or meal.

Educate users with shareable assets: Post shareable videos, graphics, photos, etc. on your social channels that educate your online community about the precast industry, your company, precast products, etc. Some ideas include fun facts or an infographic.

Ask/answer a question: Ask questions to engage industry professionals, and answer questions when possible. This technique can be utilized on Instagram as the Story feature allows followers to ask a question, which is sent directly to your social media. On any post, you can ask followers/viewers to post questions in the comments and respond to them right there on the post.

Share a tip: Have insight into precast industry opportunities or resources? Share them on social media using #PrecastDays.

Share your success: After your Precast Days event, share photos, videos, fun facts, success stories, etc. with your social media audiences. When sharing photos and videos, make sure to include visuals of those that attended so others can see the impact that your company and Precast Days provided. Remember to use #PrecastDays.

Don't overthink it: Social media doesn't have to be perfect to be effective. Get the details of the event right and get the word out!

NEW THIS YEAR

NPCA's national Precast Days campaign: In October 2024, NPCA will launch a social media campaign: "31 Days of Precast" to help promote the industry nationally. The content will focus on what precast is, how it affects our everyday lives and what Precast Days entails. We encourage your company to repost and share our campaign posts on your social media platforms.

