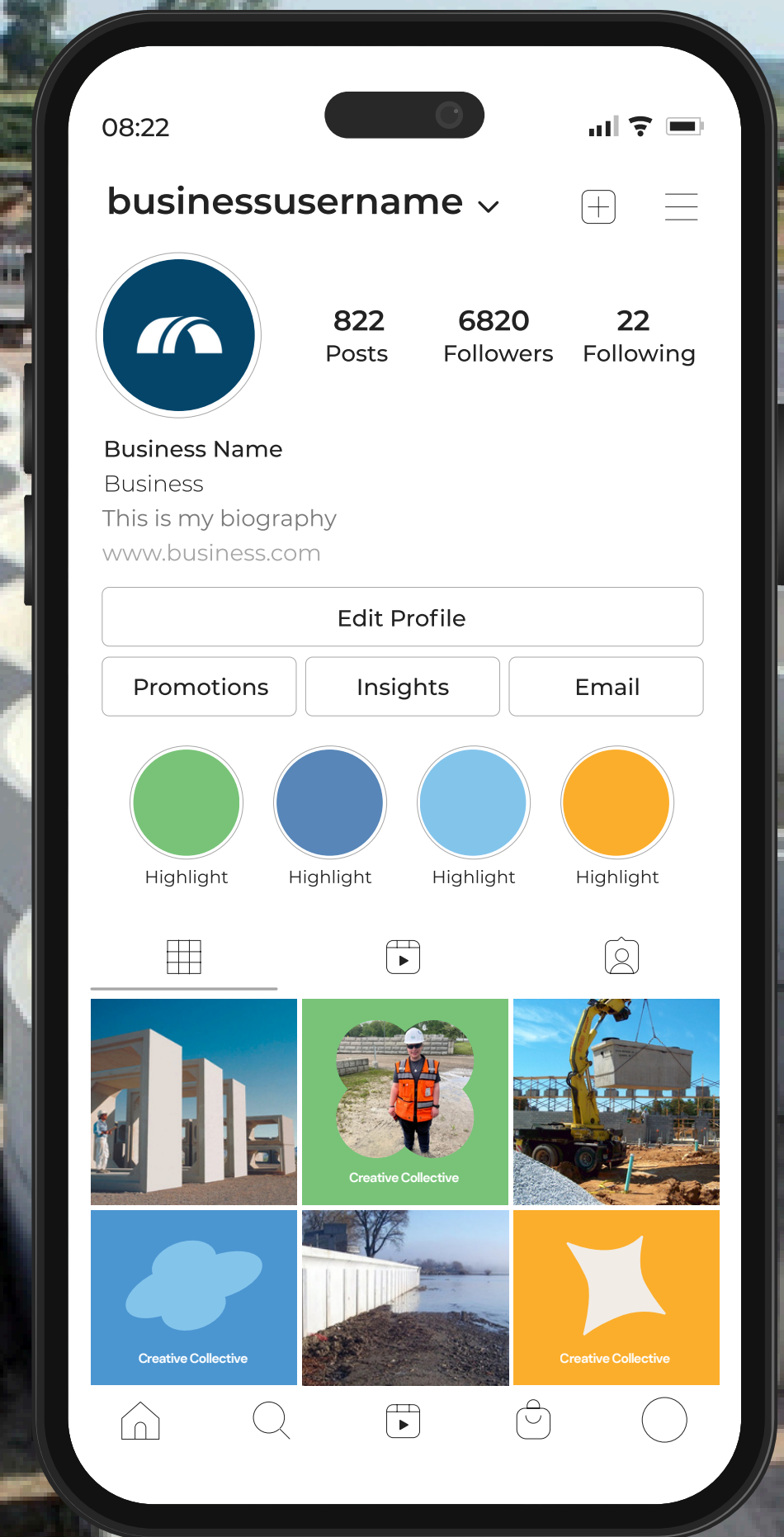




Heather Bremer
Director of Communications

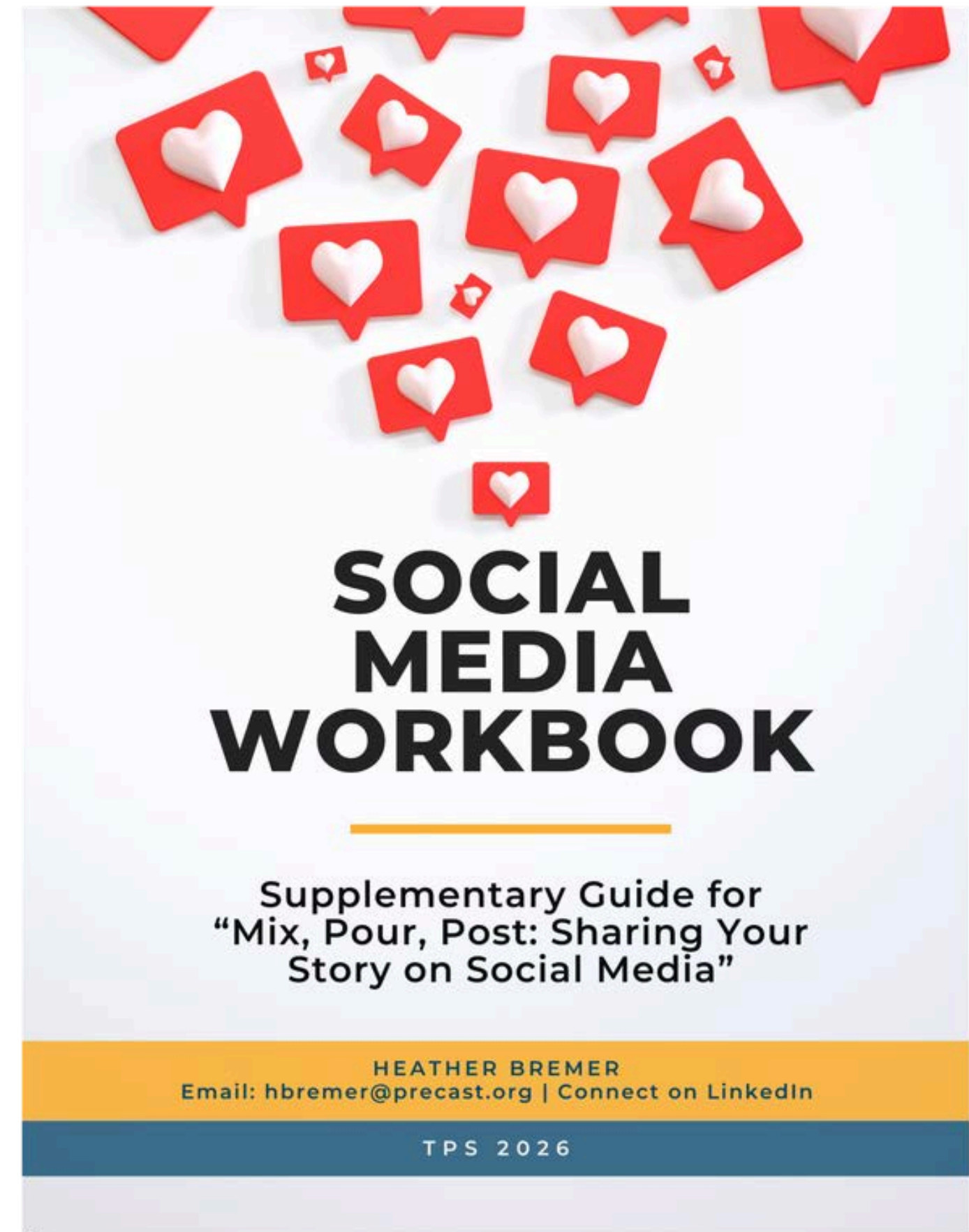
Mix, Pour, Post: Sharing Your **Story** on Social Media



Welcome

Our goals today ...

- Identify the most relevant social media platforms and post types for their facility.
- Apply simple tools to plan, create and share engaging content with limited staff.
- Develop a social media content plan that includes ready-to-use post ideas for immediate implementation.



About Me

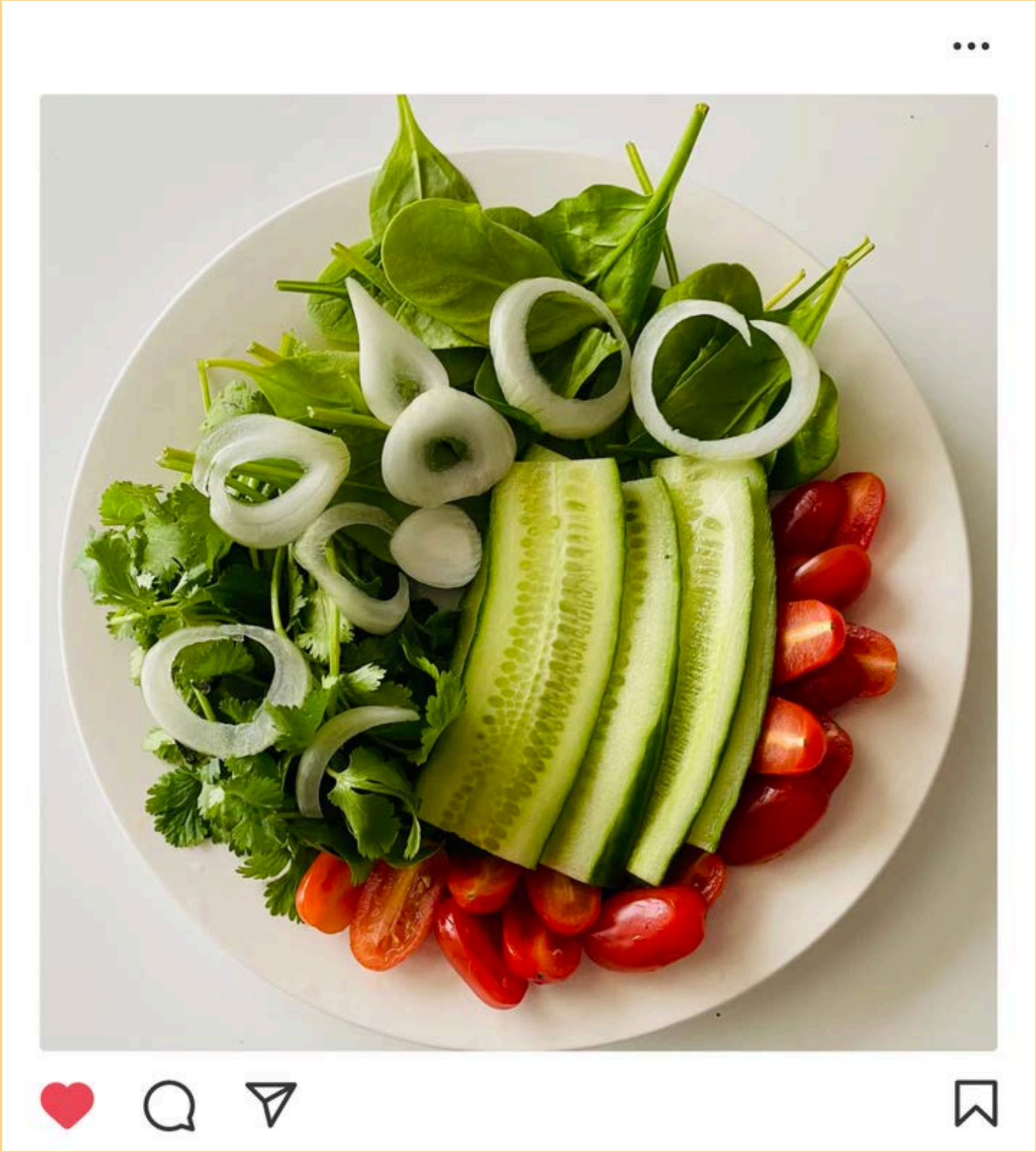
- NPCA Director of Communications
- Spent 20 years in journalism as an award-winning writer, graphic designer, editor, photographer and digital innovator
- First social media coordinator at USA Football during one of football's most challenging periods
- Professor of communications at Anderson University
- Busy wife to a radio professional and mom to teen volleyball star
- Junior high volleyball and basketball coach and varsity track coach at Liberty Christian School

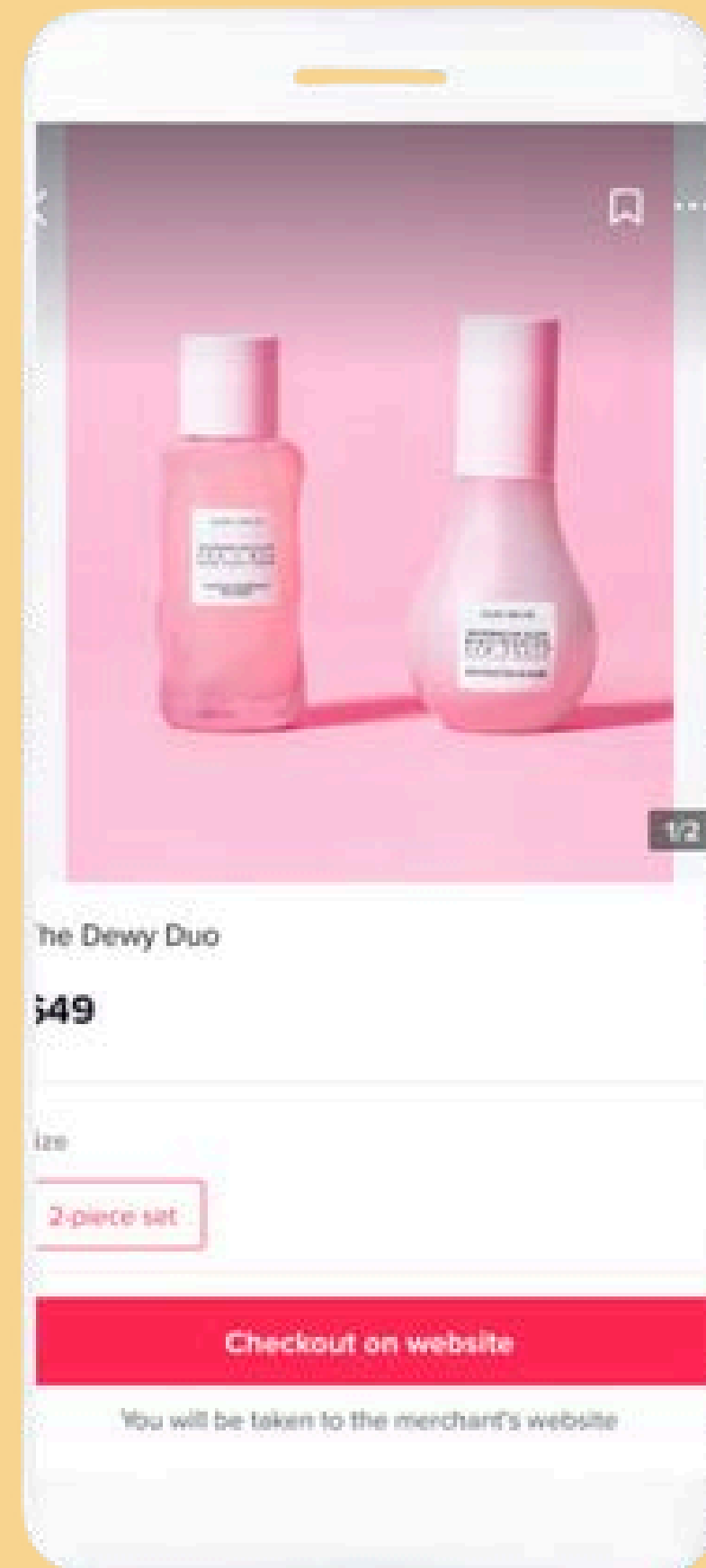
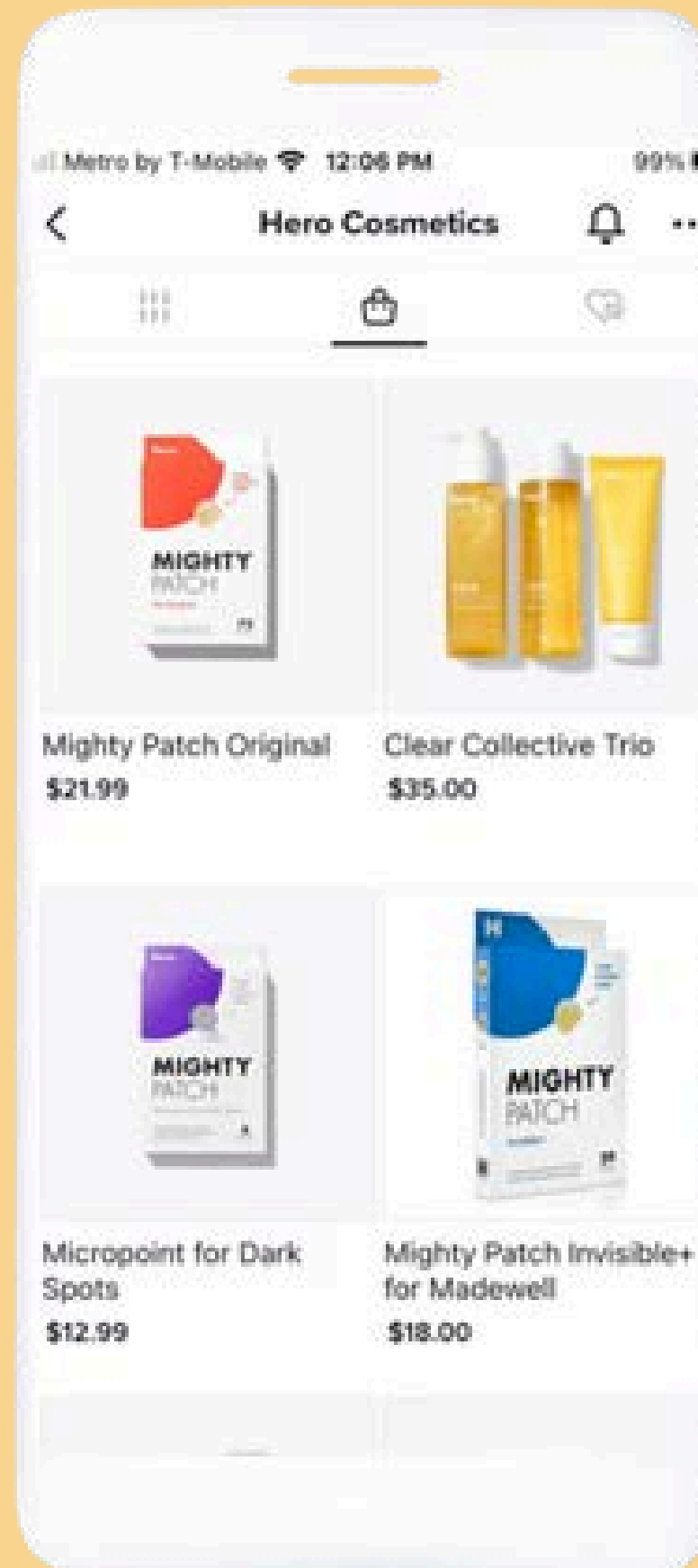
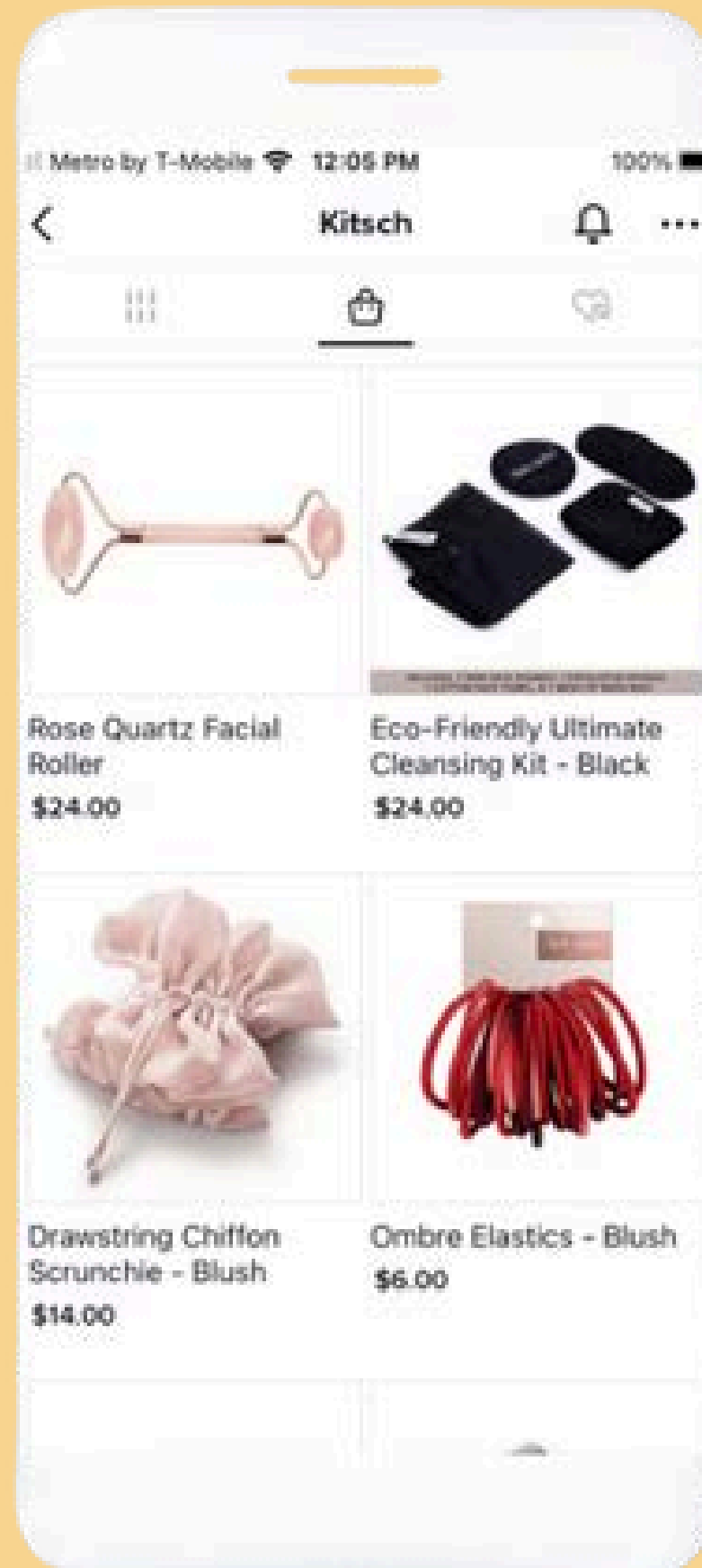


Social Media Is ...

Internet-based applications that allow users to create online communities and networks to share information, ideas and user-generated content, such as text, photos and videos.







Quick Poll

- How many of you use personal social media?
- How many of your companies have a social media presence?

Cats are huge
on social media!



Why is a Social Media Presence Important?

1. Reach & Visibility
2. Brand Building & Credibility
3. Customer Engagement & Service
4. Lead Generation & Sales Support
5. Competitive Necessity
6. Insights & Market Intelligence



**5.42
BILLION
USERS**



Why Is Social Media Important to Precasters?

- Showcase projects and capabilities
- Strengthen customer, community and industry relationships
- Recruiting and workforce development




Let's Work the Workbook!

Turn to Page 2!

STEP 1

BUILD A STRATEGY

 **Goal:** Clarify your purpose and audience before you start posting.

★ SET YOUR GOALS – WHY ARE YOU USING SOCIAL MEDIA?

What do you want social media to do for your company?

- ☐ Attract new customers
- ☐ Recruit employees
- ☐ Build community connections
- ☐ Showcase your work
- ☐ Other: _____

👁️ FOCUS

What 1 to 2 goals will you focus on first?

PINPOINT YOUR AUDIENCE – WHO ARE YOU TALKING TO?

List your main audiences:



STEP 1

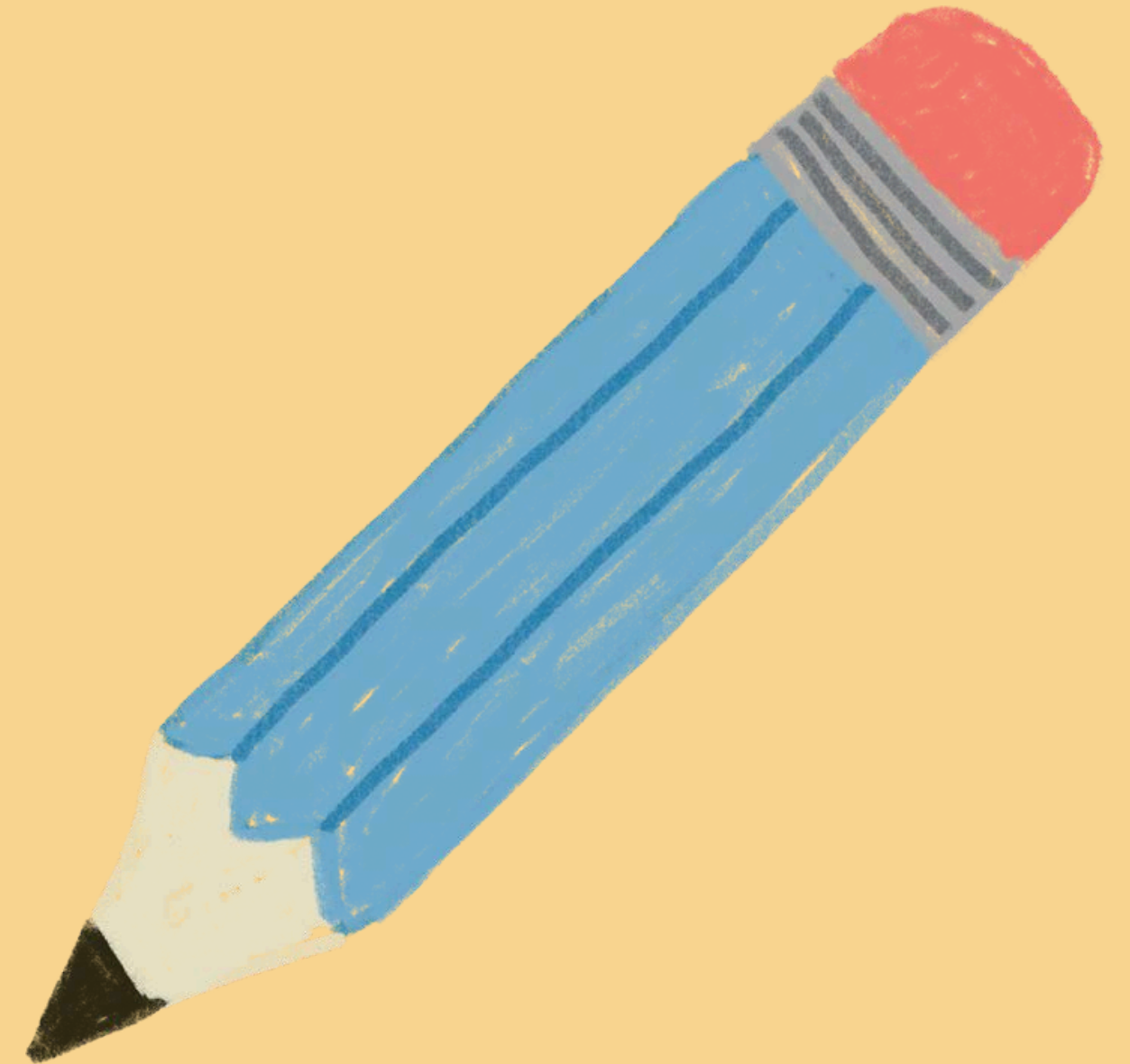
BUILD A STRATEGY

Clarify your purpose
and audience before
you start posting.



Why Is Social Media Important to YOUR COMPANY?

- ☐ Attract new customers
- ☐ Recruit employees
- ☐ Build community connections
- ☐ Showcase your work
- ☐ Other: _____

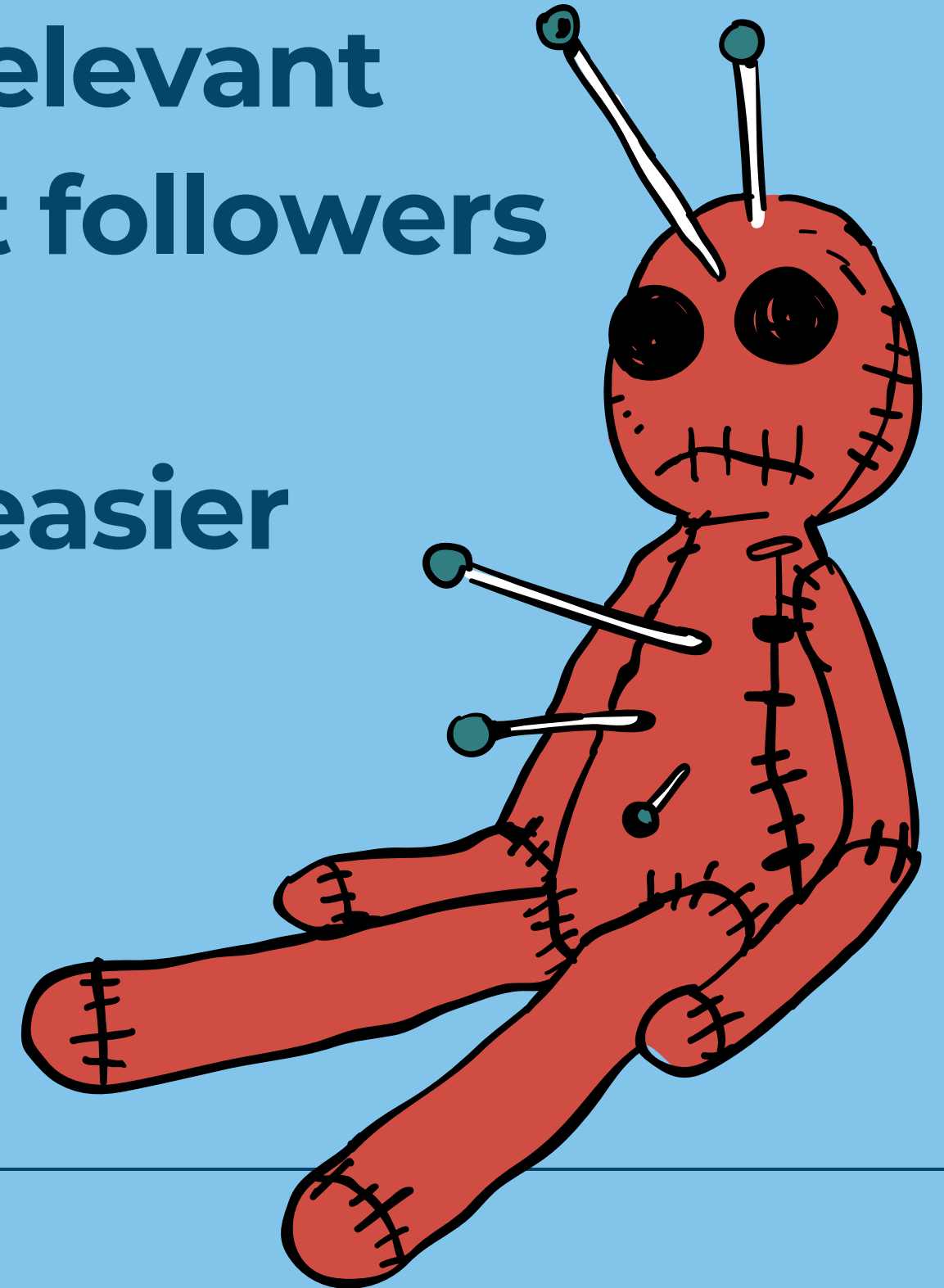




Select one or two goals to focus on first.

Pinpoint Your Audience

- Message is more effective and relevant
- Attract the right people, not just followers
- Save time and money
- Content strategy is clearer and easier
- Stand out from competitors



Potential Audiences

- **Specifiers (Architects & Engineers)**
- **Decision-Makers**
- **Government Influencers**
- **Potential Customers**
- **Current Customers**
- **Internal Team**
- **Job Seekers**
- **Community**




Let's Work the Workbook!

Turn to Page 2!

STEP 1

BUILD A STRATEGY

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- ☐ Other: _____

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What 1 to 2 goals will you focus on first?

PINPOINT YOUR AUDIENCE – WHO ARE YOU TALKING TO?

List your main audiences:



Who Are You Talking To?

List your main audiences ...

- ☐ **Specifiers, Project Owners, Decision-Makers**
- ☐ **Potential or Current Customers**
- ☐ **Job Seekers**
- ☐ **Community Members**
- ☐ **Other: _____**





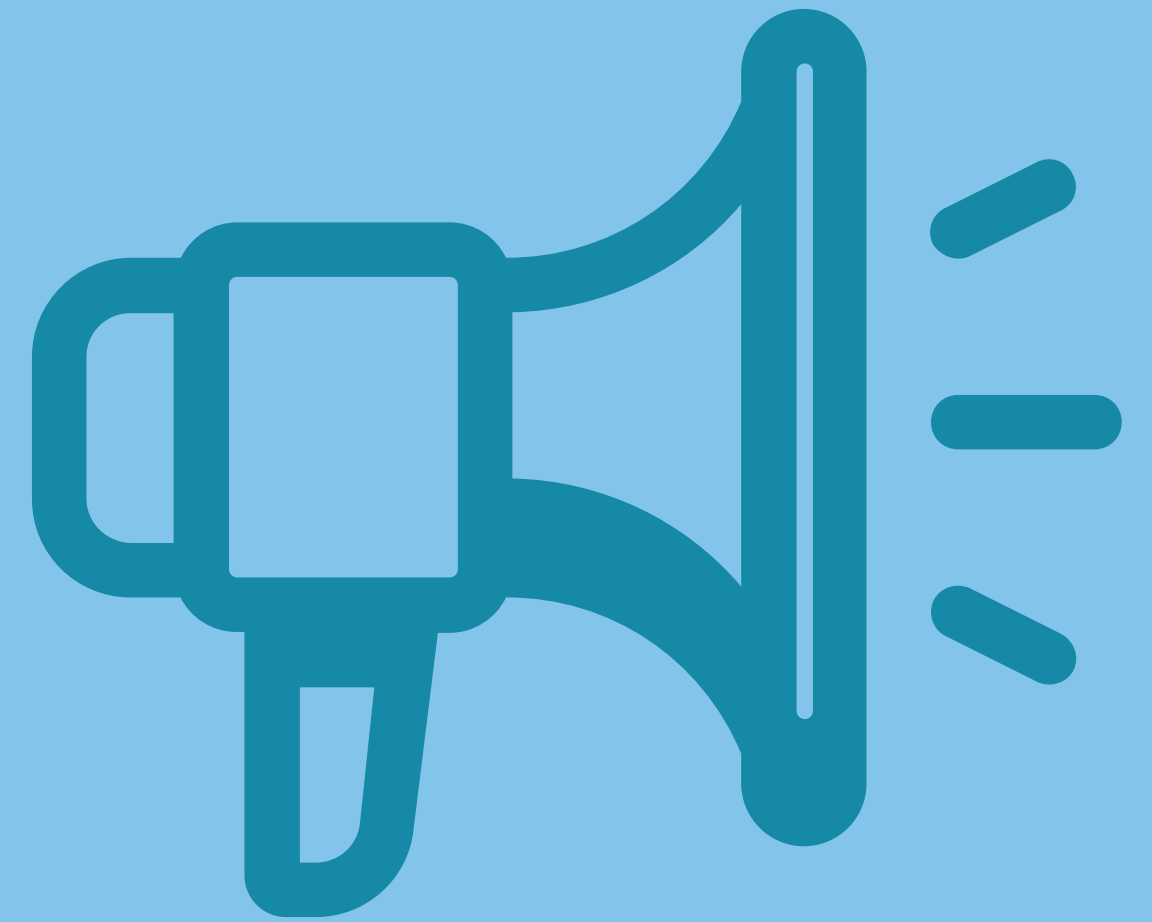
Focus

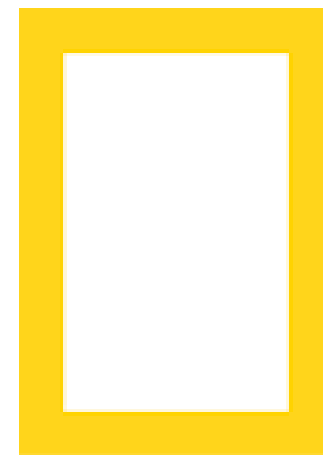
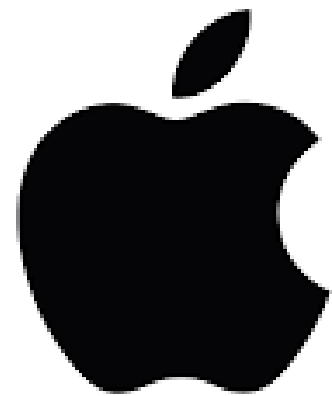
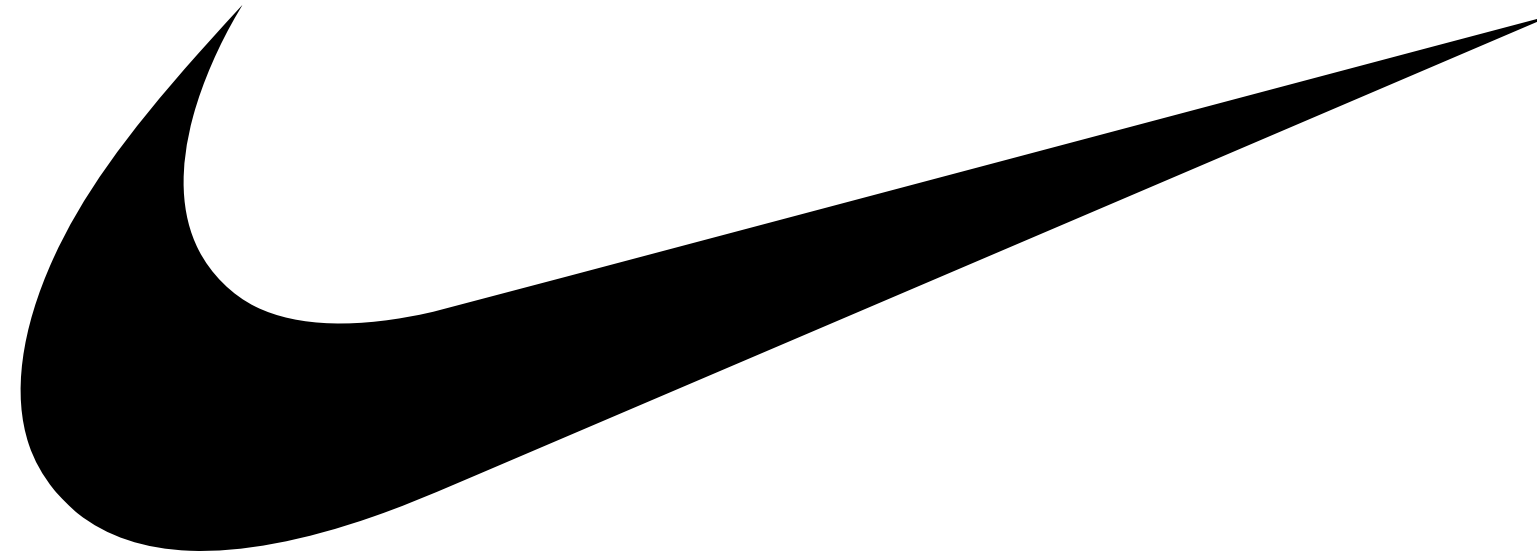
Which one or two will you focus on? Why?
(Page 3)



Set the Tone, Build Your Voice

Voice is the consistent personality, style and character your brand uses when communicating online. It's how you sound — the attitude, word choice and overall feeling your messages convey — no matter who is writing the post.





**NATIONAL
GEOGRAPHIC**



Set the Tone, Build Your Voice

- Builds a brand identity
- Creates trust and credibility
- Connect emotionally with your audience
- Ensures consistency
- Guides creative decisions and content creation




Let's Work the Workbook!

Turn to Page 3!

STEP 1

BUILD A STRATEGY

 **Goal:** Clarify your purpose and audience before you start posting.

FOCUS

What 1 to 2 audiences will you focus on first? Why?

SET THE TONE – HOW ARE YOU TALKING TO THEM?

Circle 2 to 3 words that describe your company's online personality:

Friendly • Helpful • Proud • Down-to-earth • Professional • Fun •
Community-minded • Bold • Supportive • Other:

FOCUS

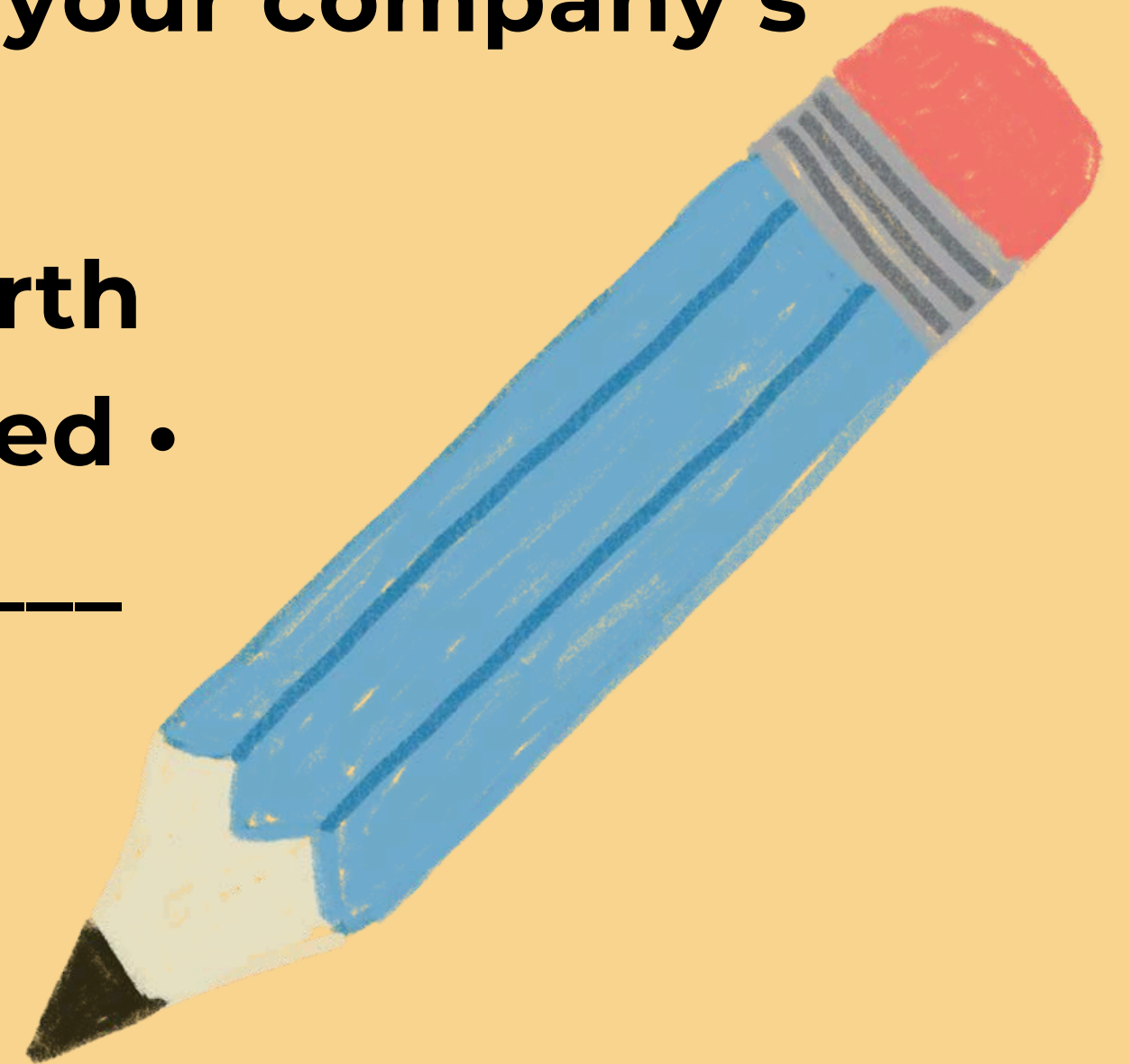
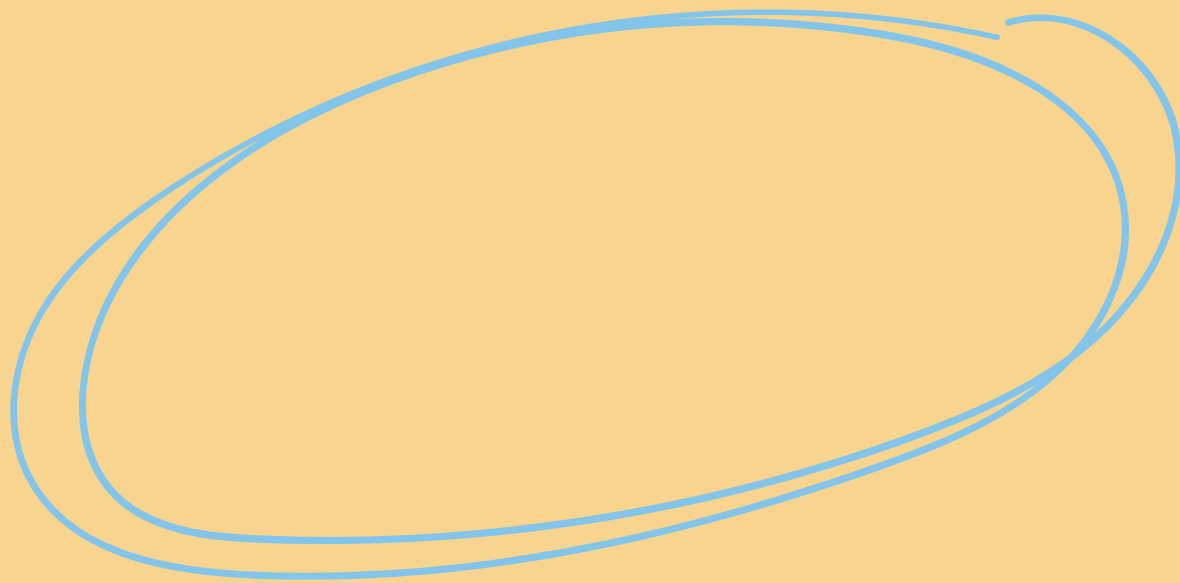
Which of these "voices" will help you achieve your goals?



How Are You Talking To Them?

Circle 2 to 3 words that could describe your company's online personality.

**Friendly • Helpful • Proud • Down-to-earth
• Professional • Fun • Community-minded •
Bold • Supportive • Other: _____**





Which of these “voices” will help you achieve your goal?



STEP 2

FIND THE RIGHT MIX

Choose the platforms
and post types that
fit your goals.



Channel & Purpose

Not every platform reaches the same audience or serves the same purpose. You need to select the platforms that are relevant to your goals.



Facebook



- Community Building
- Sharing News & Updates
- Customer Engagement

TikTok



- Reaching Younger Audiences
- Behind-the-Scenes Content
- Build Brand Personality

Instagram



- Visual Storytelling
- Building Brand Personality
- Engaging with Niche Audiences

LinkedIn



- B2B Networking
- Thought Leadership
- Recruiting & Employer Branding

X (Twitter)



- Real-Time Updates
- Industry Conversations
- Customer Communication

YouTube



- Long-Form Education
- Project Showcases
- Evergreen Content Library




Let's Work the Workbook!

Turn to Page 4!





STEP 2

FIND THE RIGHT MIX

 **Goal:** Choose the platforms and post types that fit your goals.

★ PICK YOUR PLATFORMS

Which platforms are best suited for your company?

PLATFORM	AUDIENCE	CONTENT	USE?
	<ul style="list-style-type: none">• Older, less tech savvy• Local community	Photos, videos News, updates and events	<input type="radio"/> Yes <input type="radio"/> No
	<ul style="list-style-type: none">• Industry peers• Business partners	Photos, videos, newsletters Projects, employee news, updates	<input type="radio"/> Yes <input type="radio"/> No
	<ul style="list-style-type: none">• General public• Younger audience	Photos, reels, videos (15-60 seconds) Projects, community impact	<input type="radio"/> Yes <input type="radio"/> No
	<ul style="list-style-type: none">• General public• Learners	Videos of varying lengths Project highlights, explainers	<input type="radio"/> Yes <input type="radio"/> No
	<ul style="list-style-type: none">• Younger audiences• Storytelling, entertain	Fun, short (30-60 seconds) videos and long (1-5 minutes) videos ASMR, moments, cool factor	<input type="radio"/> Yes <input type="radio"/> No

FOCUS

What 1 to 2 platforms will you focus on first? Why?

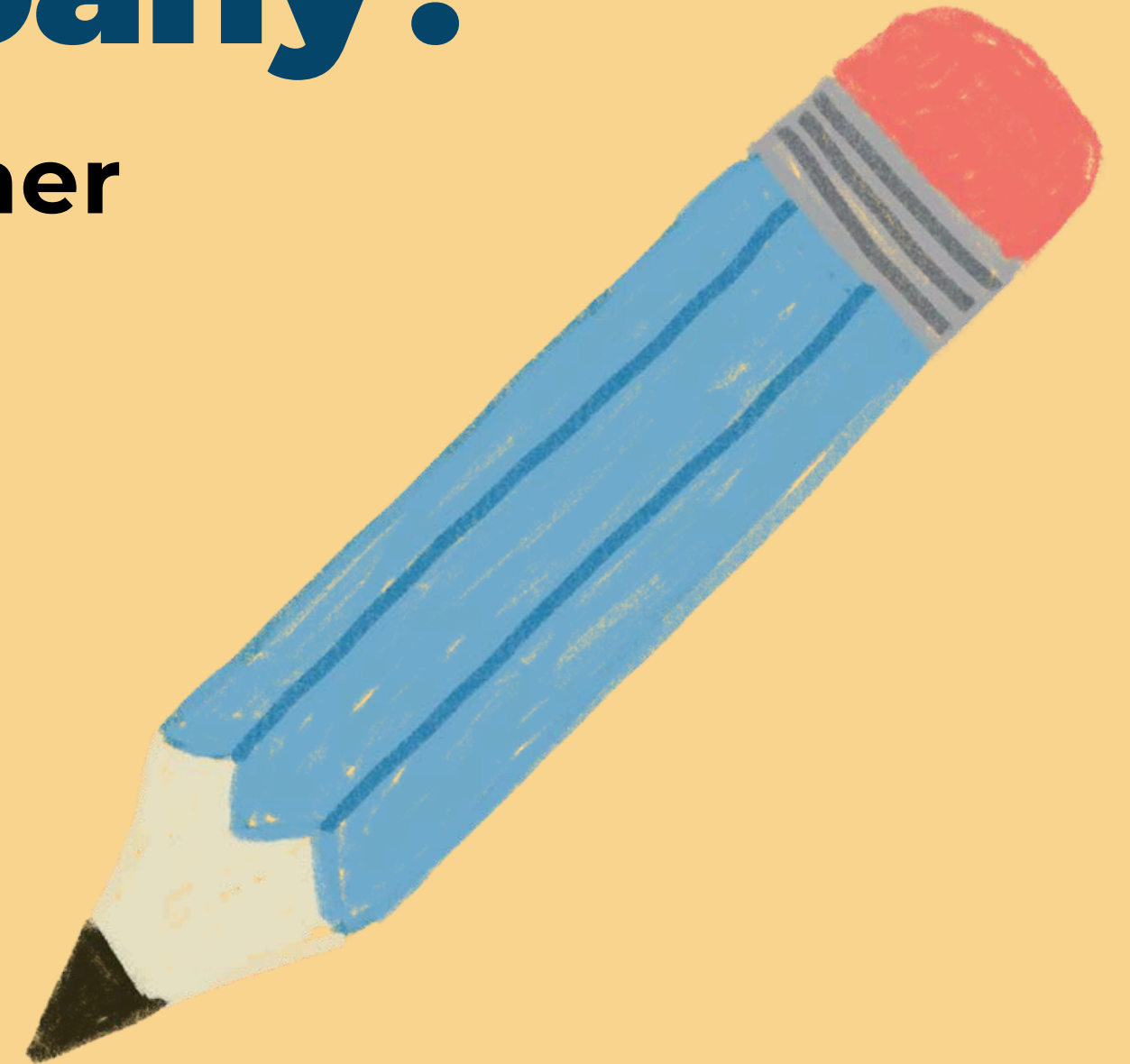


Which Platforms are Best Suited for Your Company?

Read the descriptions and check whether your company would use the platform. Consider audience, purpose and staff capacity/skill.



YouTube





What 1 to 2 platforms will you focus on first? Why?



STEP 3

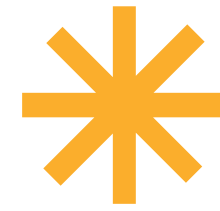
FILL YOUR BUCKETS

Plan the type of posts you'll share using repeatable categories.



Social Media Content Pillars

Content is intended to *make something happen,* whether it's to make the audience do something or feel something.



Engage

Content that sparks conversation, interaction or connection.



Promote

Highlights your products, services, events or achievements.



Motivate

Content that inspires, uplifts or encourages your audience.



Educate

Content that teaches, informs or explains something valuable.



Other Content Considerations

- What does your audience want and need?
- What aligns with your goals?
- What does the platform support best?
- What is your team's capacity and capabilities?
- How does the content support your brand voice and personality?



Content Buckets

Content falls into categories that can help you achieve your goals.



People

- Content that highlights the individuals behind your organization — employees, leaders, partners and customers.

Projects

- Content that features the work you've completed or are currently building.

Products

- Content that showcases what you make or provide — your materials, services, innovations and solutions.

Community

- Content that highlights your involvement with your local area, industry network or broader audiences.

• NOTES

- **Visuals are important on any platform.**
- **Balance promotional vs. educational vs. human content.**



Post Types by Platform

Check out the Content Guide on
Page 5 of your workbook for ideas!



People

- Employee Spotlight
- Day in the Life
- Milestones & Anniversaries
- Team Achievements

Projects

- Project Highlight
- Before & After
- Client Testimonial or Case Study
- Installation in Action

Products

- Product Showcase
- Behind-the-Scenes Production
- Technical Tip or “Did You Know?”
- New Product Launch or Update

Community

- Community Involvement
- Industry Events & Conferences
- Partnerships & Collaborations
- Education & Outreach

• NOTES

- **Visuals are important on any platform.**
- **Balance promotional vs. educational vs. human content.**




Let's Work the Workbook!

Turn to Page 6!

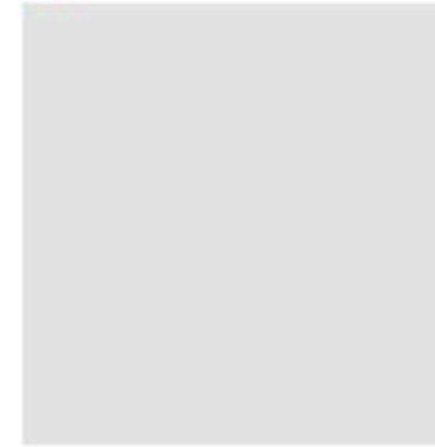
STEP 3

FILL YOUR BUCKETS

 **Goal:** Plan the type of posts you'll share using repeatable categories.

What "types" of posts could you create? Use your content guide!

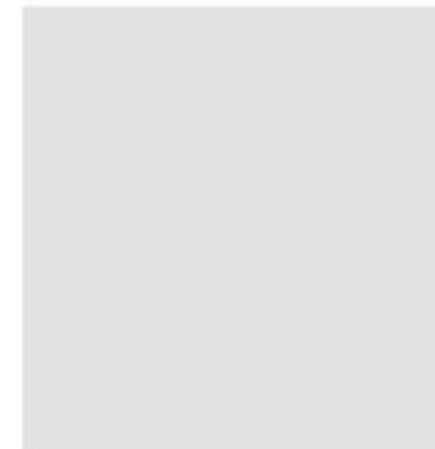
 PEOPLE



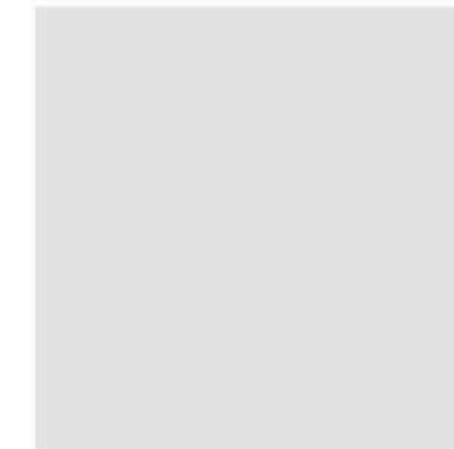
 PROJECTS



 PRODUCT

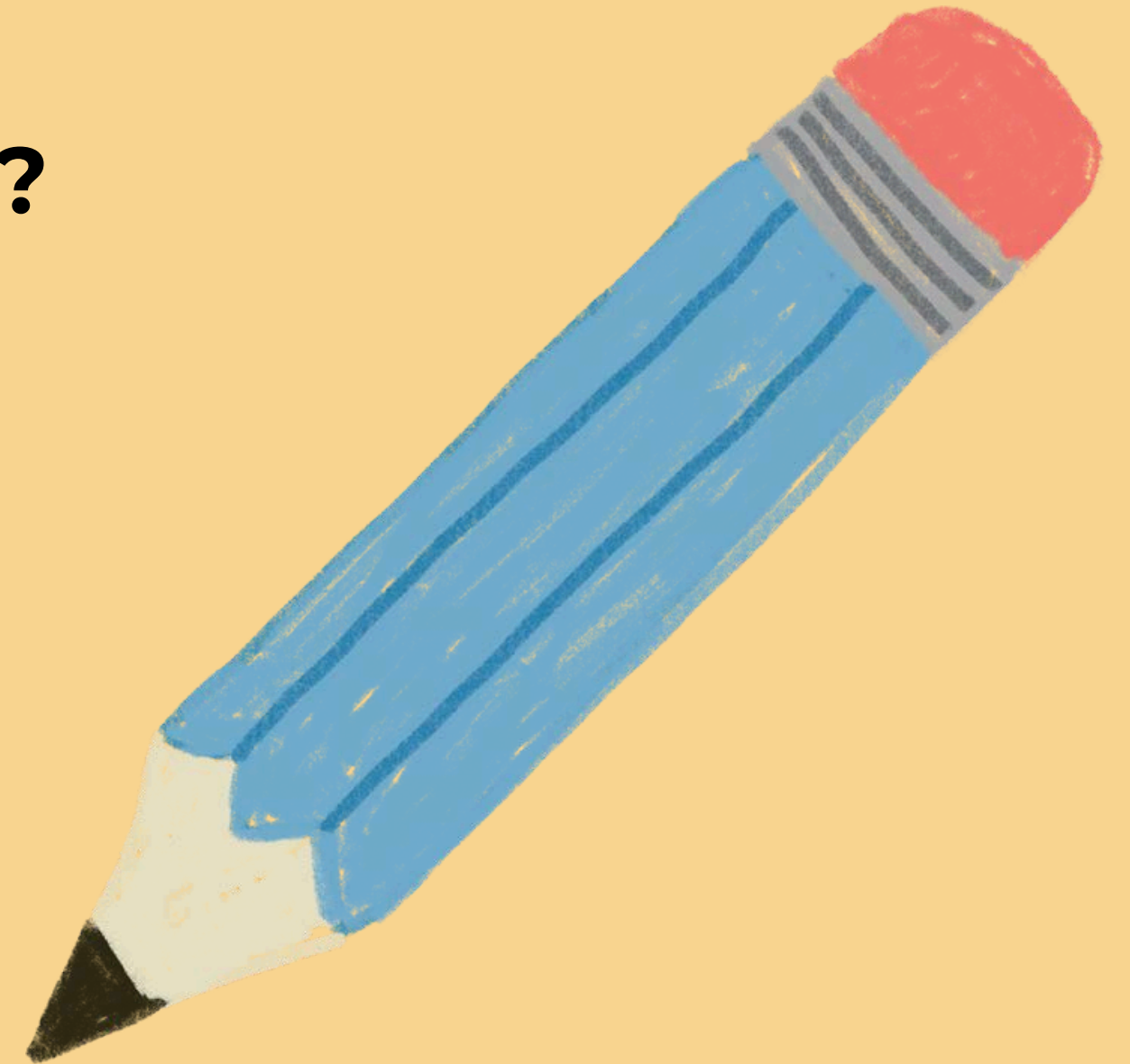


 COMMUNITY



Which Kind of Content is Suited for Your Company?

What “types” of posts could you create? Fill in each bucket with ideas based on specific things your company does or creates. And don’t forget to use the cheatsheet to help you with ideas!





Pick 4 to use each month. (Page 7)



STEP 4

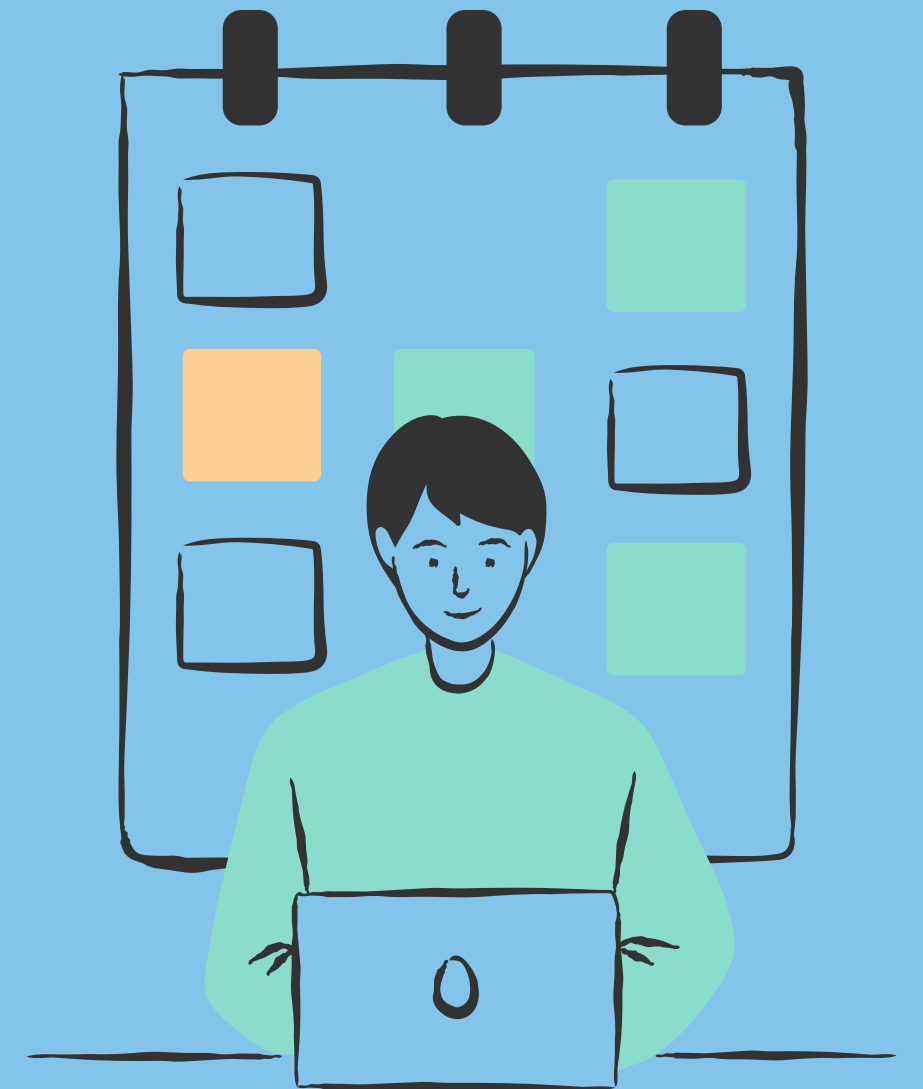
MAKE A SCHEDULE

Consistency is key to
building an audience.
You have to feed it.



How Often Should You Post?

- **Dependent on your goal, audience, platform and team bandwidth.**
- **Recommendation: At least once a week**
- **Best Practice: Two times a week**
- **Bottom Line: Do it when you can do it well.**



Best Times to Post

Best Days:

- Tuesday, Wednesday and Thursday
- Fridays for lighter content
- Weekends for live content



Facebook



- Best days: Tuesday–Thursday
- Best times: 9 a.m.–noon, 4–6 p.m.
- Great for community-oriented posts or announcements.

TikTok



- Best days: Tuesday–Friday
- Best times: 1–4 p.m. & 6–9 p.m.
- Evenings often outperform mornings.

Instagram



- Best days: Tuesday–Friday
- Best times: 9–11 a.m., 1–3 p.m.
- Reels often do well later in the day, around 5–7 p.m.

LinkedIn



- Best days: Tuesday–Thursday (workweek sweet spot)
- Best times: 7–9 a.m., Noon
- Avoid evenings and weekends

X (Twitter)



- Best days: Monday–Thursday
- Best times: 9 a.m.–1 p.m.
- Strong for quick updates or commentary.

YouTube



- Best days: Thursday–Sunday
- Best times: Noon–4 p.m. for uploads
- People watch longer content later in the evening.



REMINDER


These times are starting points. The best schedule for your audience becomes clear by tracking when they actually engage.




Let's Work
the Workbook!
Turn to Page 8!

STEP 4


**MAKE A
SCHEDULE**

 **Goal:** Start small.
Aim for 1 to 2 posts per
platform per week.

Select dates to post by writing the type of content you will share.
 **FOCUS:** Mark an additional day to work on the month's content.

FEBRUARY

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
2	3	4	5	6	7
8	9	10	11	12	13
14	15	16	17	18	19
20	21	22	23	24	25
26	27	28	MARCH 1	2	3

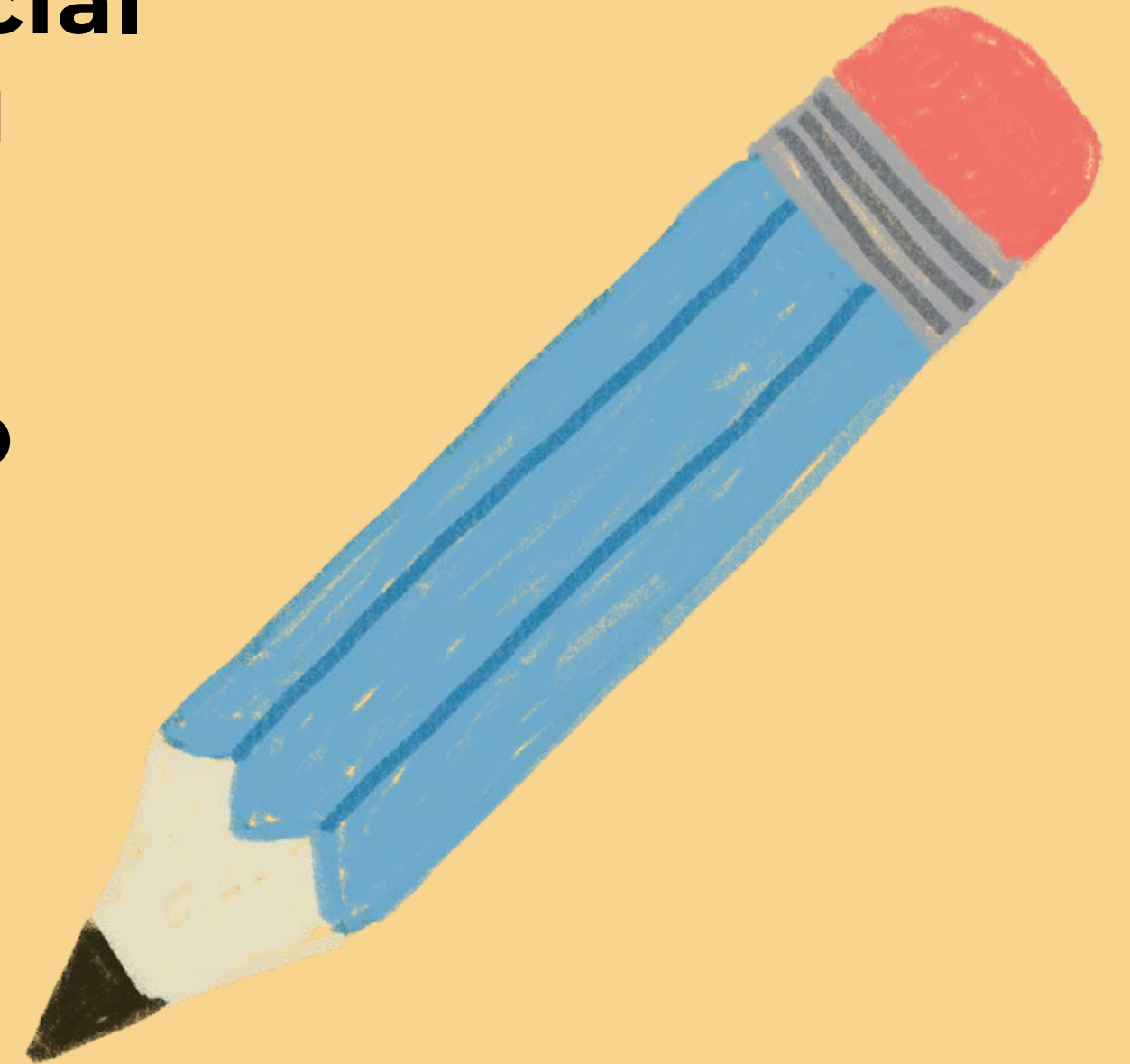
 **ONLINE:** Download template for your calendar and post creation.



When Will You Post?

Select dates to post your content to social platforms. Write in the type of post you will share that day.

Remember: Start small. Pick one or two days to post a week. Take the size and capabilities of your team into consideration as well as special events that may alter your schedule.





Focus

Select a date each month to schedule & create content.



STEP 5

CREATE YOUR CONTENT

Use your brand voice to
write engaging posts
paired with visuals.



How to Write a Post

- Use this simple caption formula:

**WHAT'S HAPPENING +
WHO'S INVOLVED +
WHY IT MATTERS**



Caption Checklist

This is available on Page 9 of your social media workbook.



1

Strong Hook

First line decides whether someone keeps reading.

2

Be Human

Social media rewards clarity and warmth.

3

Skimmable

Most people scan before they read.

4

One Idea

One post = one takeaway.

5

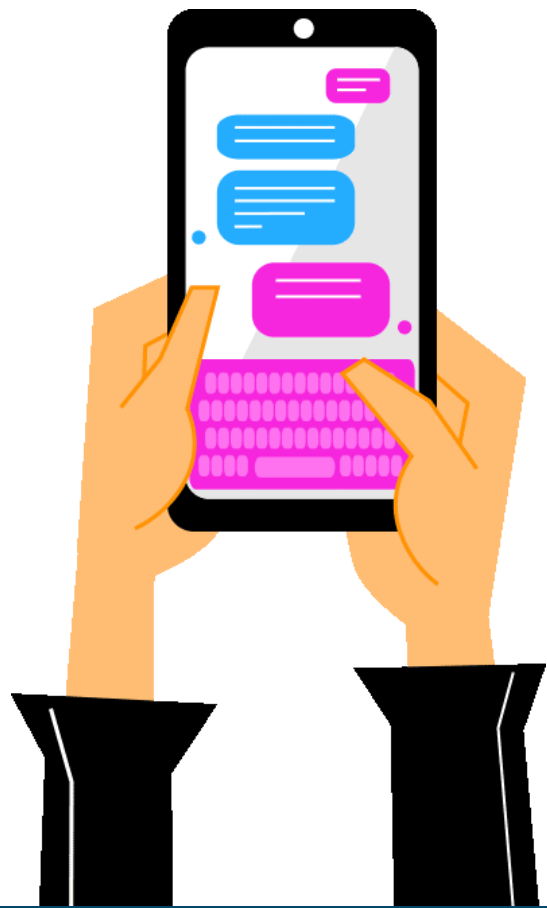
Show, don't tell

Instead of saying "successful project," show why it was successful.



Caption Checklist

This is available on Page 9 of your social media workbook.



6 Match Tone
The same message can sound different depending on where it lives.

7 Next Step
Not every post needs a hard CTA, but most should invite something.

8 Edit, Edit, Edit
Good posts are often shorter than the first draft.

9 Read It Aloud
If it sounds awkward when spoken, it'll feel awkward to read.

10 Consistency
A clear, honest post on time is better than the perfect unpublished post.



Emojis

Emojis make communication fun, provided they're used in the proper context.



Guide the Reader's Eye

They can highlight key points, break up text, or draw attention to a call to action.



Purposeful & Minimal

Emojis should support the message, not compete with it. One to three is enough.

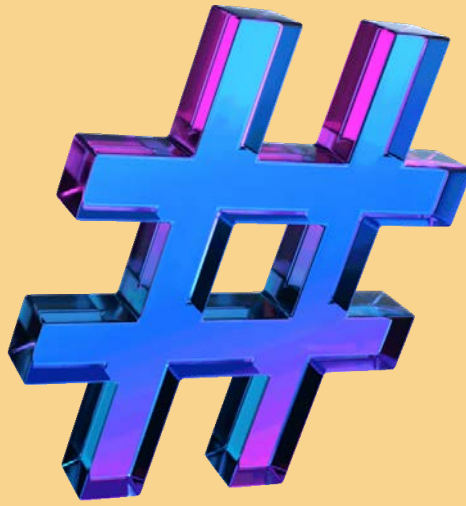


Match Your Brand

Choose emojis that fit your tone and audience.



#Hashtags



Hashtags allow us to group content into categories and reach users whose interests align with the information we share.

Length and Format

Shorter hashtags are easier to read, remember and search.

- Avoid long strings of words
- Use CamelCase for multi-word hashtags (#PrecastConcrete, not #precastconcrete)
- Skip punctuation and special characters

Tip: If it's hard to read at a glance, it's too long.

Relevance

Use hashtags that reflect the topic, industry, and audience of the post. Relevant hashtags help the right people discover your content; generic or trending tags that don't fit can dilute reach and credibility. Tip: If the hashtag wouldn't make sense if someone clicked it, don't use it.

Coherence

Develop a small group of go-to hashtags that reflect your brand, industry, and content pillars.

This creates consistency, reinforces identity, and makes your content easier to find over time.

Tip: Think of hashtags as categories, not clutter.



Visuals

Photos, videos, and graphics are important because they quickly capture attention in crowded social feeds and help messages stand out. Visual content also makes information easier to understand, remember, and engage with than text alone.

1

Photos

- Authentic
- Clear Subject
- Mobile optimized

2

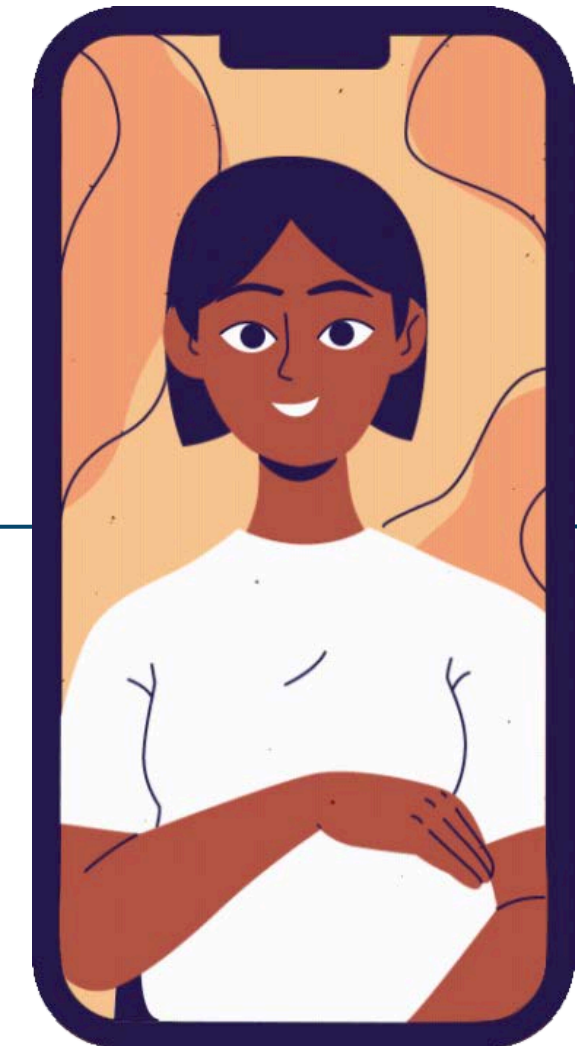
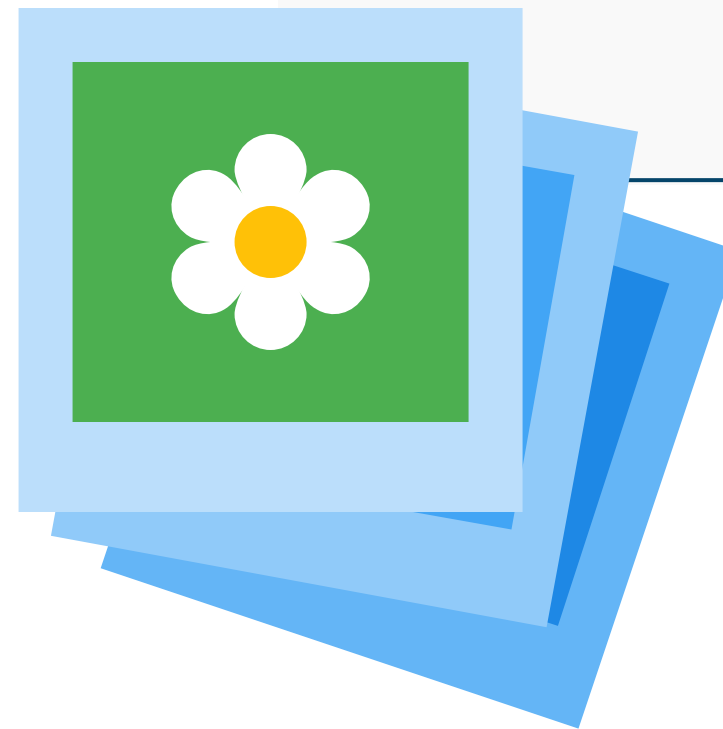
Videos

- Hook in 3-5 seconds
- Short and focused
- Text and captions

3

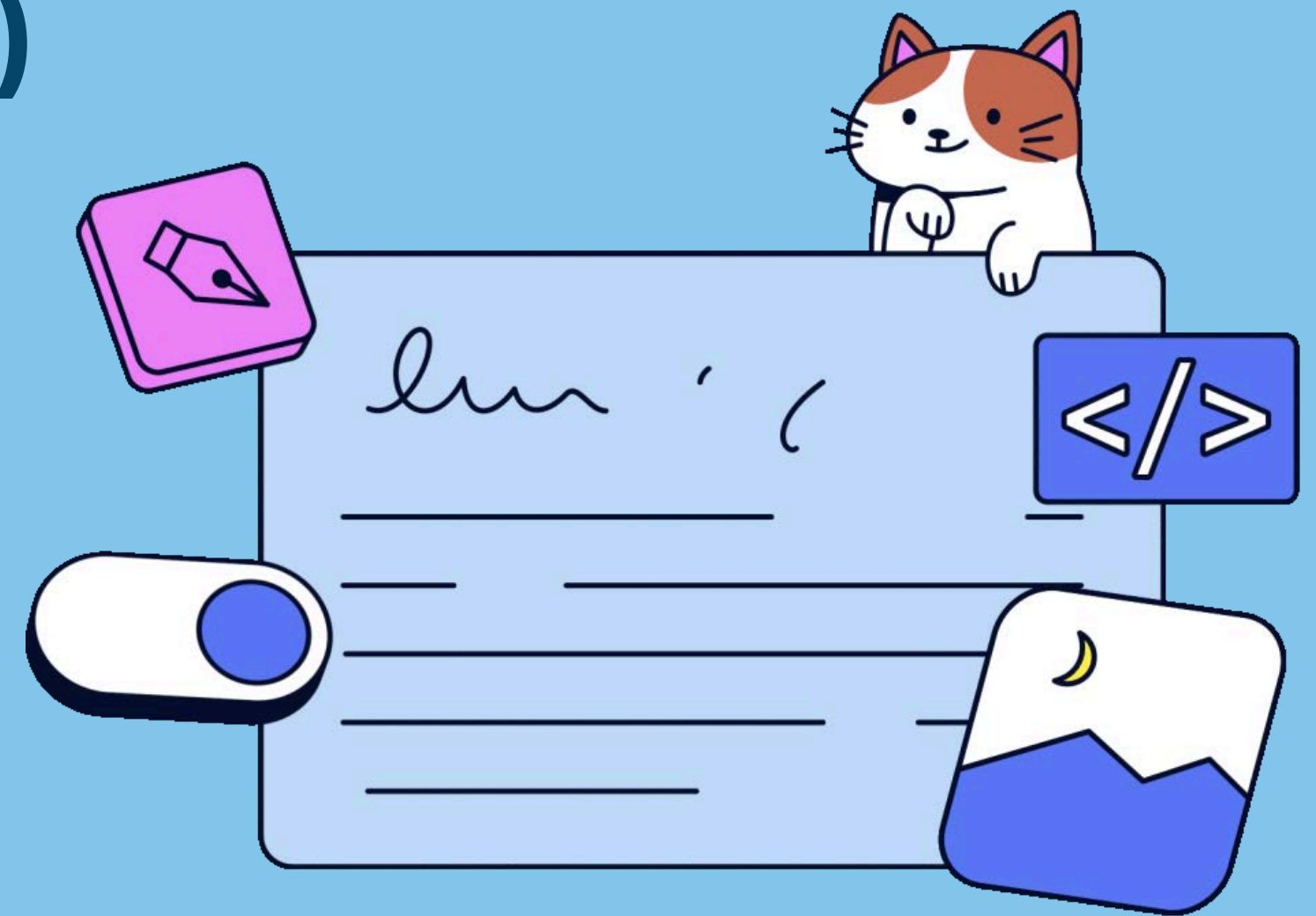
Graphics

- Minimal text
- Stay on Brand
- Pair with context



Design Tools

- Canva (Free + Paid)
- Adobe Express (Free + Paid)
- VistaCreate (formerly Crello) (Free + Paid)
- Snappa (Free + Paid)
- Kapwing (Free + Paid)



Let Me Show You How! Canva Demonstration




Let's Work the Workbook!

Turn to Page 10!

STEP 5

CREATE CONTENT

 **Goal:** Use your brand voice to write engaging posts paired with visuals.

Write captions for your post using the following formula:

WHAT'S HAPPENING + WHO'S INVOLVED + WHY IT MATTERS

REAL-TIME ACTIVITY

Take a photo or video and write a caption to post.

CAPTION

HASHTAGS

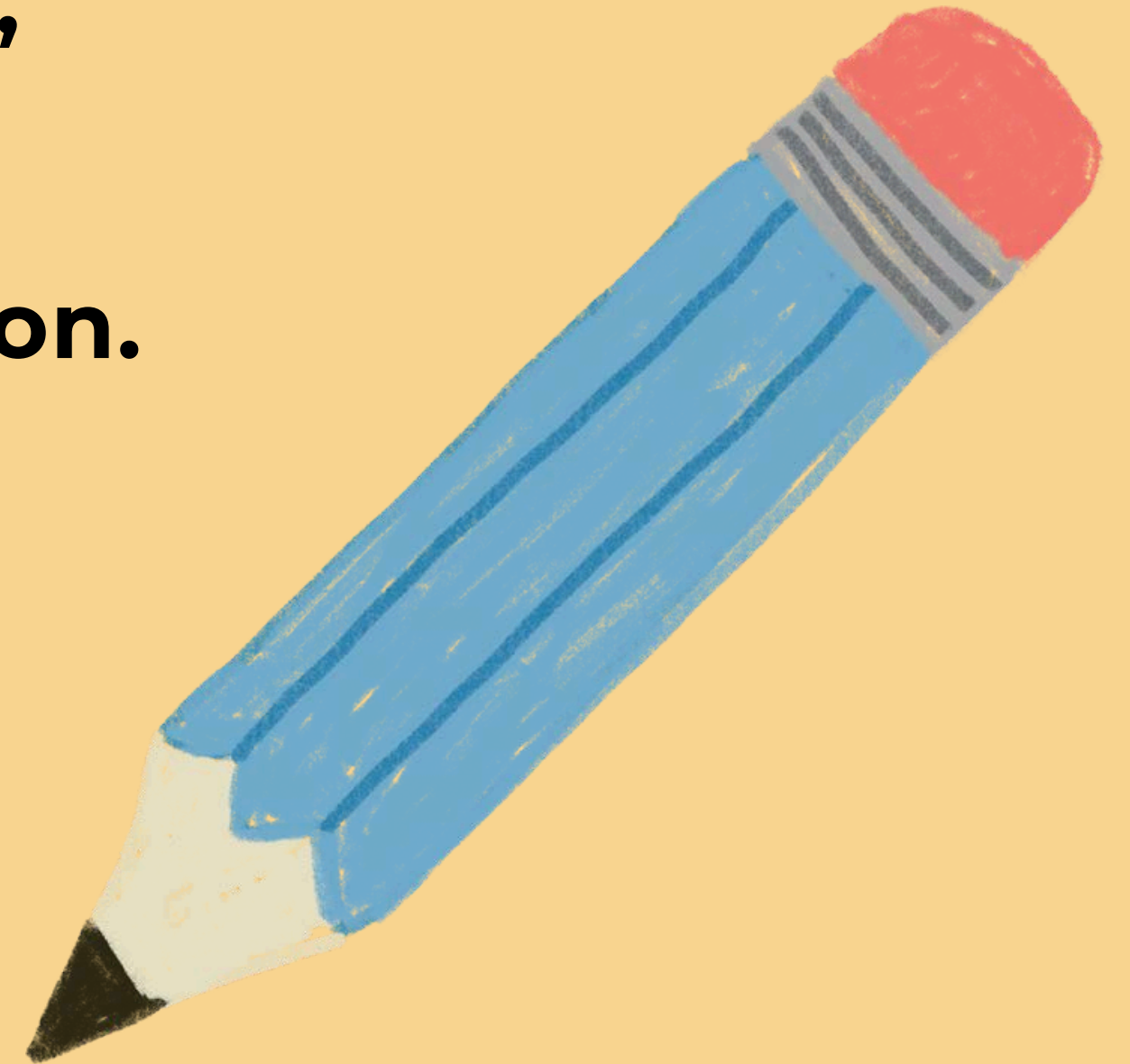
PLATFORM



Write a Post

Using the following photo and/or video, write a caption. Choose appropriate hashtags. Decide whether to include emojis. Pick the platforms it should be on.

**WHAT'S HAPPENING +
WHO'S INVOLVED +
WHY IT MATTERS**





STEP 6

PUBLISH THE POST

Your post is ready ...
now it's time to send
it out into the world!



Tools for Publishing

- **Buffer (Free + Paid)**
- **Hootsuite (Free plan available)**
- **Later (Free + Paid)**
- **HeyOrca (Paid)**
- **SocialBee (Paid)**
- **Platform native schedulers**



STEP 7

TRACK THE RESULTS

**You're a social media
pro ... now see how
your posts did!**



Tracking

Engagement doesn't end when you hit publish — and tracking doesn't need to be complicated to be useful.



1

Basic Metrics

- Likes
- Comments
- Shares

2

Reach

- Reach
- Impressions

3

Patterns

What performs best?

4

Analytics

Platforms offer free built-in analytics

5


Spreadsheet

- Date
- Platform
- Type
- Metrics



NEXT STEPS

You don't need to do everything — you just need to start.

- Build a strategy and commit. 
- Put your plan into action.
- Start small and adjust.



Jensen Infrastructure
11,422 followers
2h · 🌐

Low Impact Developments (LIDs) and structural Best Management Practices (BMPs) don't have to compete.


They can complement each other.

A hybrid approach to stormwater management gives developers and local agencies a smarter, more efficient path to meet both flood control and water quality goals.

Watch Zachariah Kent explain how these systems work in tandem to keep communities safe while protecting the environment.

Check out the full webinar to learn more about Jensen's stormwater capabilities: https://lnkd.in/gZ_GM6ev

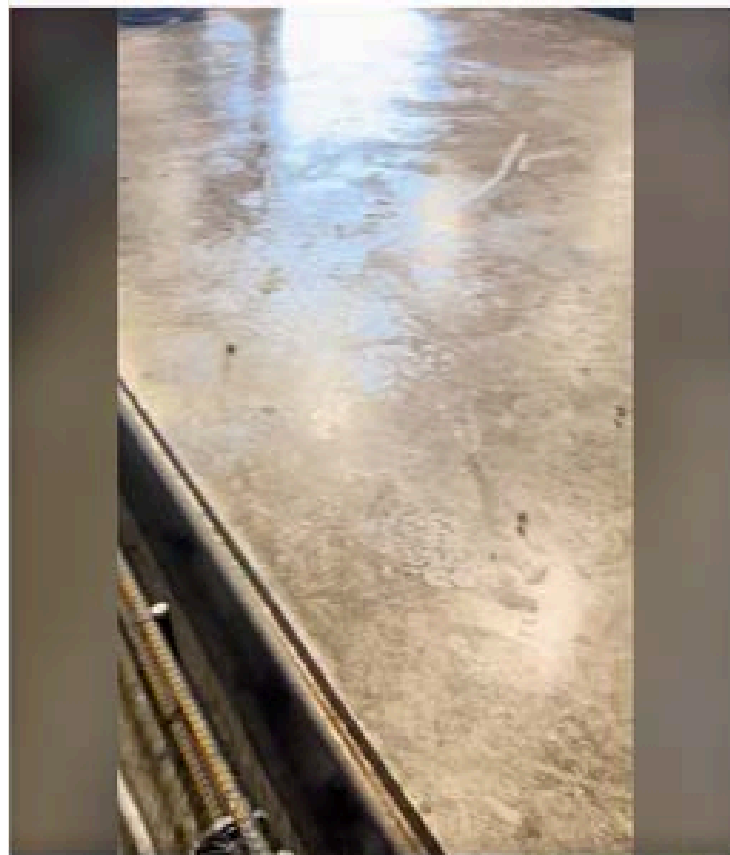
#JensenInfrastructure #Stormwater #StormwaterManagement #StormVault



StormVault

Shea Concrete Products
2,042 followers
1h · 🌐

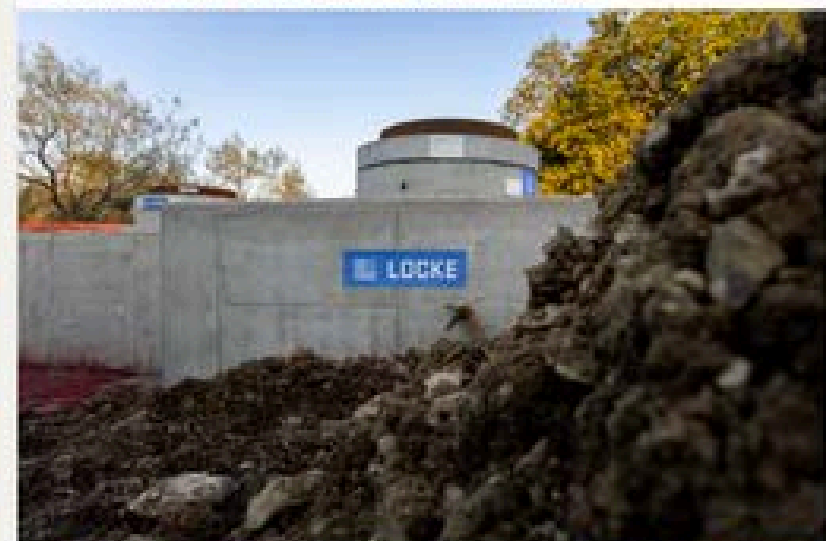

Making this weekend work for us 🙌 ... Are you down with SCC? Teamwork makes the dream work 🏗️ #november2025 #precastconcrete #thesheaway #scc #madeintheusa 🇺🇸 #teamworkmakesthedreamwork



Locke Solutions
5,257 followers
4d · 🌐

Every detail matters when it comes to powering hyperscale data centers. We recently supplied electrical and telecom manholes for this [Walker Engineering](#) project in Bosque County, TX - built to handle the demands of massive data infrastructure. 🏗️

#datacenter #locke #leadingprecast #precastconcrete

Tindall Corporation
11,685 followers
1d · 🌐

We recently welcomed Georgia Tech ACI ([American Concrete Institute](#)) students to Tindall Building Systems - Georgia for an in-depth plant tour led by Georgia's Plant Manager Drew, showcasing our current projects and processes.

To wrap up their visit, the students showed their appreciation to Drew and Michael with the D.O.R.C. (Designer of Reinforced Concrete) award for an unforgettable tour. #EmpoweredByRelationships #EngineeredToServe



Marti Hamell and 55 others · 1 repost

Gainey's
1,631 followers
1d · 🌐

45 years in the making... and we're just getting started.

From a small crew pouring the first Gainey's structures to a team that ... more




Sam Lines, MBA and 33 others · 2 comments · 1 repost

Concrete Pipe & Precast LLC
4,652 followers
6h · 🌐

The Pedestrian Tunnel Project with F.G. Pruitt marks another achievement for our crew—installing a Box Culvert designed for durability and safety. Always rewarding to see these community-focused builds come together. #Infrastructure #ConcreteSolutions #BoxCulvert #CivilEngineering




16 · 1 repost



contact

Contact Info

- Email: hbremer@precast.org
- Tag me on LinkedIn





Heather Bremer
Director of Communications

Mix, Pour, Post: Sharing Your **Story** on Social Media

