GET SOCIAL

Optimize your profile
- Choose a professional photo
- Make your bio count
- Highlight your connection to ASCE

Establish yourself
- Write in first-person, and be conversational while remaining professional.
- Be a thought-leader. Proactively share things that are interesting and ask thought-provoking questions.

Share valuable content
- Share interesting and timely news stories, blogs, journal reports, etc.
- Join industry-relevant groups, such as ASCE’s LinkedIn Group, and engage in conversations with other members.
- Use keywords and hashtags when possible.

Be a brand ambassador
- Talk about the things that you are excited about.
- Provide members and potential members with a glimpse into ASCE culture.

Stay on the record
- Everything you say can be used in the court of public opinion.
- Remember: you are a professional, and your name is your brand.

ENGAGE WITH ASCE

Follow, like, share, and tag us:
- American Society of Civil Engineers
- American Society of Civil Engineers
- asce_hq
- @ASCETweets
- @ASCEGovRel
- @ASCEJobs
- @CI_ASCENews
- @ASCE_TDINews
- @ASCE_SEINews
- @ASCE_EWRI
- @UESI_ASCENews
- @GeolInstitute

QUICK TIPS

- Avoid acronyms, technical terms & jargon
- Use images, graphics, videos & links
- Tag ASCE for a chance to be reposted
- Use engaging, spirited language
- Write simply & directly
- Follow and engage with your local sections & branches

HASHTAG 101

When sharing content that is...
- ...general, related to ASCE:
  #ASCE
- ...related to ASCE’s annual convention:
  #ASCE20
- ...related to sustainability:
  #sustainability4CE
- ...related to ASCE Landmarks:
  #VisitASCELandmarks
- ...related to ASCE’s Podcast:
  #ASCEPodPoints
- ...related to ASCE’s Legislative Fly-in:
  #ASCE2DC
- ...related to infrastructure initiatives:
  #InfrastructureNow
- ...related to happenings in your local group:
  #ASCELocalNews