SOCIAL MEDIA CHEAT SHEET

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:

f American Society of Civil Engineers

in American Society of Civil Engineers

⊙ asce_hq

🐦 @ASCETweets
@ASCEGovRel
@ASCEJobs
@CI_ASCE
@ASCE_TDI
@ASCE_SEI
@ASCE_EWRI
@UESI_ASCE
@GeoInstitute

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:
#ASCEPlotPoints

...related to ASCE's Legislative Fly-in:
#ASCE2DC
...related to infrastructure initatives:
#InfrastructureNow

...related to happenings in your local group:
#ASCELocalNews