

# ASCE<sup>®</sup>

## SOCIAL MEDIA CHEAT SHEET

### QUICK TIPS FOR PERSONAL PROFILES

#### *Optimize your profile*

- Choose a professional photo.
- Make your bio section count.
- Highlight your connection to ASCE.

#### *Be an ambassador*

- Talk about the things that you are excited about. Your authenticity is your power, and your social media presence gives you the platform to champion the ideas and insights that matter most to you.
- Be sincere, and act like yourself. Write simply and directly. Avoid unnecessary acronyms, technical terms, or jargon.
- Provide members and potential members with a glimpse into ASCE culture.
- Be polite and level-headed, not defensive. Avoid irritable or angry responses when you disagree with someone. Point out errors, but don't disparage or defame.

#### *Stay on the record*

- Ensure your profile and content reflects your professionalism. Don't post anything that could compromise the professional image of you, your colleagues, or ASCE.
- Remember: you are a professional, and your name is your brand. Everything you post can be used in the court of public opinion.

### WHY SOCIAL MEDIA?

As a powerful tool for professionals across all industries, it can help you...

- ① Establish yourself as a thought leader.
- ② Hone your professional brand.
- ③ Expand your professional network.
- ④ Promote the importance of civil engineering.

### THE SOCIAL MEDIA PLAYBOOK



For detailed expectations and guidelines for creating and maintaining ASCE social media accounts, information on how to find and share content on your channels, and links to useful social media resources, visit [smp.asce.org](http://smp.asce.org).

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## SOCIAL MEDIA CHEAT SHEET

Every time you engage with a piece of social media content from ASCE, you are helping to further our shared mission.

The simple actions of liking, commenting, and sharing create a vast ripple effect.

## ENGAGE WITH ASCE ON SOCIAL MEDIA

*Follow, like, share, and tag us on our official channels:*



American Society of Civil Engineers



American Society of Civil Engineers



asce\_hq



@ASCETweets

@ASCEGovRel

## ASCE HASHTAGS

*When sharing content that is...*

...general, related to ASCE:

[#ASCE](#)

...related to ASCE Landmarks:

[#VisitASCELandmarks](#)

...related to ASCE's Podcast:

[#ASCEPlotPoints](#)

...related to ASCE's annual convention:

[#ASCE23](#)

...related to ASCE's Legislative Fly-in:

[#ASCE2DC](#)

...related to sustainability:

[#sustainability4CE](#)

...related to happenings in your local group:

[#ASCELocalNews](#)

By amplifying ASCE's social media content, you are supporting initiatives that enhance quality of life, promote the profession, advance technical practices, and prepare civil engineers for tomorrow!

## CONTACT US

*Get in touch with ASCE's social media team at*  
**[socialmediahelp@asce.org](mailto:socialmediahelp@asce.org)**