

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:

-  American Society of Civil Engineers
-  American Society of Civil Engineers
-  asce_hq
-  @ASCETweets
- @ASCEGovRel
- @CLASCE
- @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:

#ASCE22

...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 initiatives:

#InfrastructureNow

...related to happenings in your local group:

#ASCELocalNews