



**WE BUILD  
UTAH**

**WE BUILD UTAH**

**CAMPAIGN & AGC TRAINING CENTER GROUNDBREAKING**

**#webuildutah**

# Key Social Media Messages

- The local construction industry is committed to the growth of the construction industry and community.
- We're committed to training and improving the construction industry overall.
- Employee recruitment and retention are a focus and commitment.
- Increased training, increases productivity.
- Increased training, increases safety.
- Showcase companies that are innovative and keeping the commitment to improve the construction industry.
- Use hashtag #webuildutah

By investing in and training our workforce at every level, **productivity goes up 11%.**



41% of construction workers will retire in the next 10 years. **Our workforce is aging and fewer young employees are joining the industry.**



U.S. Census Bureau, 2015

# WE BUILD UTAH #WEBUILDUTAH

## WHY?

- SHOWS SOLIDARITY FOR THE INDUSTRY
- SHOWS COMMITMENT TO GROWTH
- SHOWS FOCUS ON ESSENTIAL TRADES
- PROVIDES INSIGHTS TO POTENTIAL EMPLOYEES
- PROVIDES ADDITIONAL SOCIAL MEDIA CONTENT



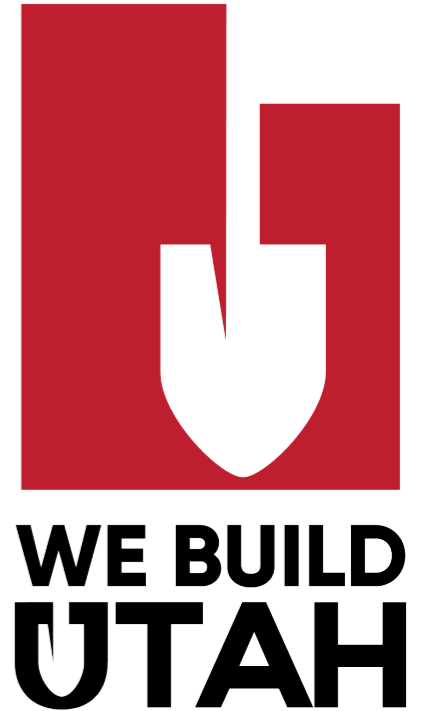
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# SHARE THE CAMPAIGN

## HOW?

- ENCOURAGE AND EVEN INCENTIVIZE EMPLOYEES TO SHARE PROJECTS USING THE #WEBUILDUTAH HASHTAG
- RESHARE EMPLOYEE POSTS ON YOUR COMPANY'S SOCIAL MEDIA CHANNELS
- REACH OUT TO LOCAL NEWSPAPERS AND SHARE YOUR INVOLVEMENT WITH THE #WEBUILDUTAH VISION.



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# Social Media Templates

By investing in and training our workforce at every level, productivity goes up 11%.



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By investing in and training our workforce at every level, productivity goes up 11%.



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Your  
Logo  
Here



▼  
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By recruiting, investing, and training new employees to be skilled laborers, managers, and leaders - **we improve the industry overall.**

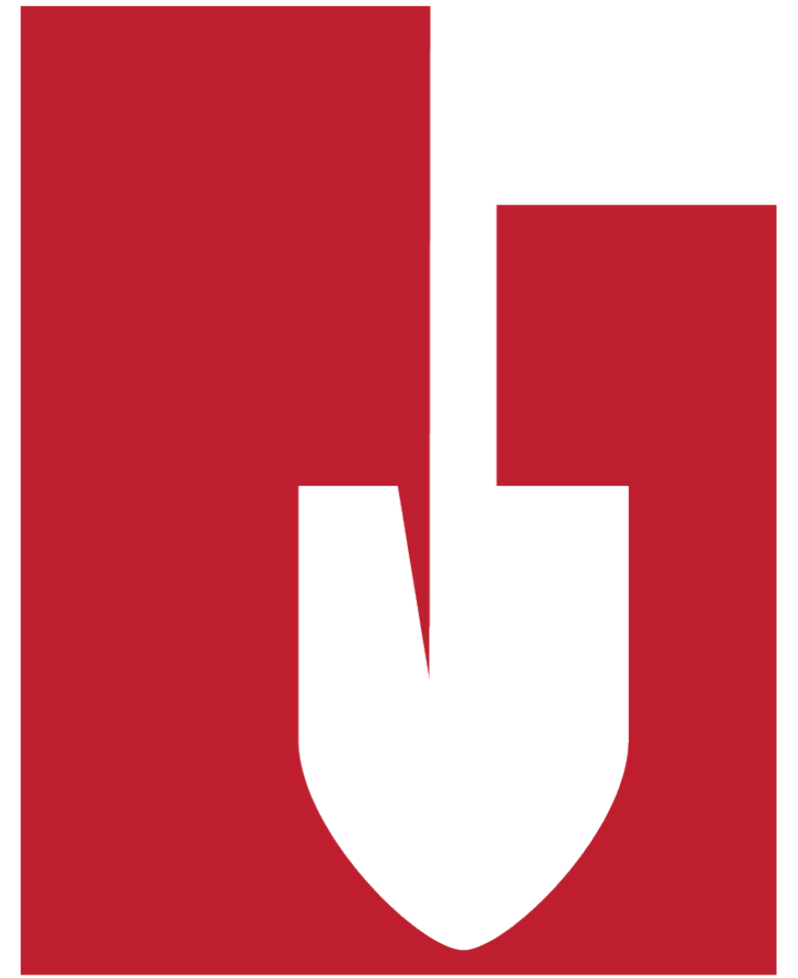
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Utah AGC

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# **WE BUILD UTAH WEEK**

**June 22-26, 2020**

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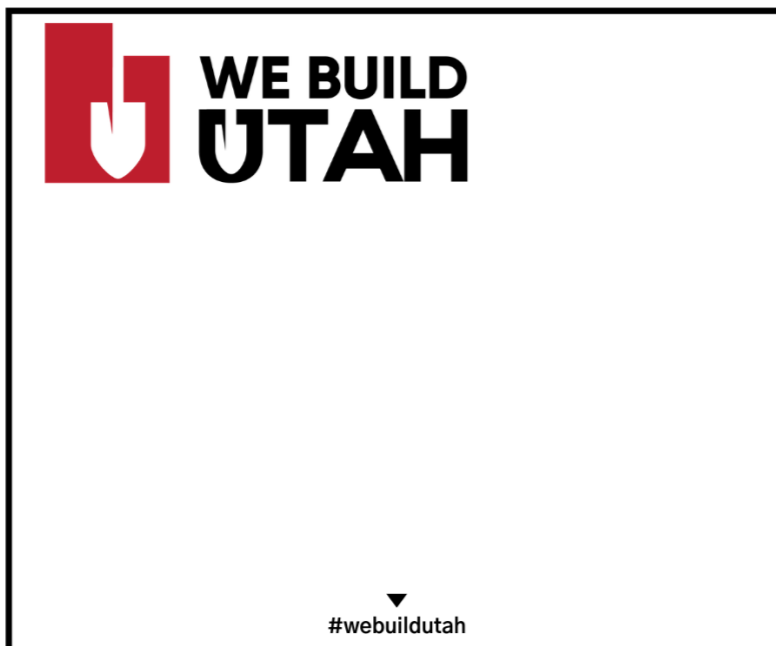
# WE BUILD UTAH WEEK - Monday

## We are United in Building Utah

- Highlight the groundbreaking and benefits of the training center.
- Highlight YOUR company and how LONG your business has helping to build Utah!

By investing in and training our workforce at every level, productivity goes up 11%.

**Available  
Campaign Graphics**



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# WE BUILD UTAH WEEK - Tuesday

## What We are Building in Utah

- Highlight what YOUR Company is building in Utah with Pictures & Hashtag.



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UTAH**

**WE BUILD  
ROADS**

▼

[#webuildutah](https://www.instagram.com/webuildutah)

**WE BUILD  
HOMES**

 **WE BUILD  
UTAH**

[#webuildutah](https://www.instagram.com/webuildutah)

[#webuildutah](https://www.instagram.com/webuildutah)



# WE BUILD UTAH WEEK - Wednesday

## Where We are Building in Utah

- Post WHERE You're Building and highlight the projects all over the state!



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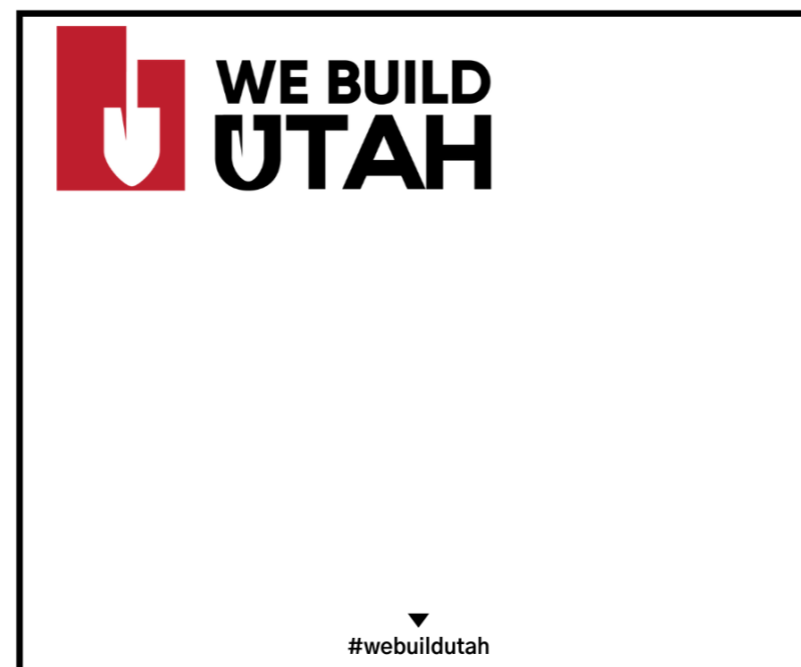


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# WE BUILD UTAH WEEK - Thursday

## Who is Building in Utah

- Highlight business owners, employees and others who are working in your company, and on projects all over the state. Share their story and how they got into construction.
- Encourage employees to share their stories and then reshape on your social media channels.



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# WE BUILD UTAH WEEK - Friday

## Thank A Construction Worker Day

- Whether you're in the construction industry or not, find a way to say thank you to our construction workers.
- Stop and Think - The house you live in, the roads you drive on, the buildings you work in, the stores you shop in.
- Thank your employees through your social media channels.



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# Media Pitches or Blog Post Ideas

- Three Reasons Construction Workers ARE and WILL ALWAYS Be Essential
- Three Strategies For Encouraging High Schoolers To Enter Construction Workforce
- Two Ways Training Improves Productivity on Construction Projects
- Three Ways Training Improves Safety on Construction Projects