



**AGC**  
INLAND NORTHWEST CHAPTER  
THE CONSTRUCTION ASSOCIATION

## Social Media & Scheduling Tips for Inland Northwest AGC Members

### Pre-Event Promotion

#### Week 1:

- **Social Media Post:** Introduce the upcoming event/program/award, highlighting key benefits and dates.
- **Email Blast:** Send an initial announcement to members with a call to action to learn more on the association's website.

#### Week 2-3:

- **Social Media Post:** detailed blog post about the event/program/award, including past success stories or testimonials.
- **Team Member Spotlight:** Feature a team member who was critical to the success of the event/project/award.

### Event/Program/Award Week

- **Regular Social Media Updates:** Share behind-the-scenes photos, project highlights, or explanations for your involvement more frequently in the days leading up to the event/award ceremony or volunteer opportunity.
- **Live Coverage:** If possible, you may decide to go live on social media during key moments of the event/award ceremony/event preparation.
- **Engagement Posts:** Encourage stakeholders to share their experiences using specific hashtags.

### Post-Event Follow-Up

#### Week 1:

- **Social Media Recap:** Share highlights, photos, and videos from the event/program/award.

#### Week 2:

- **Success Stories:** Publish success stories or case studies from participants or award winners.
- **Testimonials:** Share quotes or testimonials from attendees or award recipients.
- **Save the Date:** Share if you plan to participate in the future – Example: “Can’t wait to support [INSERT EVENT/PROGRAM] next year!” or “Looking forward to submitting for more awards in the future!”

### **Ongoing Promotion:**

- **Monthly Updates:** Regularly update members on upcoming events, programs, sponsorships or award submissions. Don't be afraid to highlight the great things your company is doing!
- **Highlight Benefits:** Continuously highlight the benefits of utilizing your company resources or services.
- **Engagement Campaigns:** Periodically run engagement campaigns like giveaways, contests or polls related to your activities to keep stakeholders involved.

### **General Tips**

- **Utilize Multiple Channels:** In addition to social media and email, consider using newsletters, website banners, and industry publications for broader reach.
- **Personalize Communication:** Tailor messages to different segments of your audience based on their interests and previous engagement. For example, messaging might be different depending on if the intended audience is customers/clients or internal staff.
- **Monitor and Adjust:** Monitor engagement metrics and adjust marketing strategies based on what resonates best with your audience.