



Social Media Guide



2021 Careers in  
**CONSTRUCTION**  
Month



# CICM SOCIAL MEDIA GUIDE

**Careers in Construction Month (CICM)** is a nationwide campaign held every October to increase public awareness of construction careers, inspire the next generation of craft professionals and make an impact on the perceptions of a career in construction.

This guide has tips, strategies and resources to help you promote Careers in Construction Month on social media!

## STRATEGIES

Here are some ideas to get started sharing content on social media during October!



Use the hashtags **#CareersInConstruction** and **#CICM** to join the discussion.



Share links from the Build Your Future website, such as our blogs, videos or construction career pages.



Download BYF social media graphics and share them as posts.



Start creating your own content to share!

- **Highlight** successful craft professionals from your organization.
- **Showcase** different careers in construction and what makes them worth exploring.
- **Describe** how to become a craft professional.

## SHAREABLE GRAPHICS

Download these graphics and more from [byf.org/resources](https://byf.org/resources) to share in your posts!



## FOLLOW BYF



Build Your Future



@discoverbyf



Build Your Future



@BuildYourFuture

# SAMPLE POSTS

Copy these sample posts and share them to your own social media pages to help others learn more about careers in construction.

October is Careers in Construction Month! Join us as we celebrate the opportunities in the **#construction** industry! **#CICM**

Careers in Construction Month is a nationwide campaign held every October to increase awareness of **#CareersInConstruction**, inspire the next generation of craft professionals and make an impact on the perceptions of the industry. **#CICM**

The opportunities in **#construction** are endless! Learn more about the variety of career options in the skilled crafts. **#CICM**  
[byf.org/construction-careers](http://byf.org/construction-careers)

What's your craft? Take this personality quiz to find out which career in **#construction** could be the right fit for you! **#CICM**  
[byf.org/craft-pro-quiz](http://byf.org/craft-pro-quiz)

**#DareToBuild**. Choose construction. **#CICM**

Dare to create opportunities. With high demand and chances to advance, a career in construction helps you climb the ladder. **#DareToBuild #CICM**

Dare to choose your path. Craft training means career education – without the student debt. **#DareToBuild #CICM**

Dare to break boundaries. With the right skills, you can find success in **#construction** – no matter who you are. **#DareToBuild #CICM**

Dare to impact the future. With a career in construction, you can make a difference. **#DareToBuild #CICM**

Dare to inspire. With a career in construction, you can watch a project go from a pile of dirt to a finished structure. **#DareToBuild #CICM**



# KEY MESSAGES

*Those who dare to enter the construction industry, build the world.*

*Success is attainable without a four-year degree.*

*Average pay is high – without acquiring debt or student loans.*

*Construction is an essential industry.*

*Craft skills are in demand nationwide.*

*The industry is safer thanks to improved regulations and technology.*

*Construction is more than a job – it's a career.*

## OTHER WAYS TO GET INVOLVED

### TAKE THE CICM PLEDGE

Pledge to make an industry and education connection to reach students.

*Share your "I Pledged" sticker and photos from school visits!*

### PROCLAIM OCTOBER AS CICM

Submit an official proclamation in your state to proclaim October as CICM.

*Share your state proclamation document and special graphic!*

### ENTER THE I BUILT THIS! CONTEST

Invite construction students and trainees to enter our annual video competition.

*Showcase building projects for a chance to win awesome prizes!*

**The messages and images within this document may be redistributed in support of Careers in Construction Month.**

**For more information and updates on Careers in Construction Month, visit [byf.org/cicm](https://byf.org/cicm).**



**NCCER** is a not-for-profit 501(c)(3) education foundation which offers training curricula, assessments and credentials for more than 70 crafts through over 6,000 NCCER-accredited facilities across the United States.



**BUILD YOUR FUTURE** is an image-enhancement initiative which aims to be the catalyst for recruiting the next generation of craft professionals. Powered by NCCER, BYF creates pathways that bridge the gap between curiosity and career placement.