



NCCER
National Center for Construction
Education and Research



BYFTM

2023 Careers in

CONSTRUCTION MONTH

SOCIAL MEDIA GUIDE



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

Use the social media graphics included in this kit to share in your posts!



FOLLOW BYF



Build Your Future



@discoverbyf



Build Your Future



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Build Your Future

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 held every October to inspire the next generation of craft professionals! #CICM



Did you know October is Careers in Construction Month? Discover the high-paying, high-skilled opportunities in the #construction industry! #CICM



Construction is more than a job – it's a career. Learn more during Careers in Construction Month! #CICM



[Your company] is excited to celebrate the skilled crafts during Careers in Construction Month! #CICM



[Your company] is celebrating Careers in Construction Month this October!



[Your company] is partnering with CareerStarter to recruit the next generation. What a way to celebrate Careers in Construction Month!

KEY MESSAGES



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



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



Success is attainable without a four-year degree.



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



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



Craft skills are in **demand** nationwide.



Careers in construction have a high job satisfaction rating.

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.



NCCER

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.