



**2024 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 share with students the many opportunities a career in construction can provide.

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.



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.



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.

## 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



@BuildYourFuture



@discoverbyf



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](http://byf.org/cicm).



**NCCER** is a not-for-profit 501(c)(3) educational foundation created by the construction industry to establish standardized curriculum and assessments with portable credentials and certifications to develop skilled craft professionals. NCCER provides a comprehensive workforce development system that includes training, assessment and certification for the construction and maintenance industries.



**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.