



Considerate Constructors Scheme

Social media guide

Social media has become an essential communication tool, both for individuals and for businesses. Most people, across all age groups and all sections of society, will be active on one or more social media platforms, making this a great way for a site, company or supplier to interact with their community and promote the construction industry.

The most popular social media platforms are detailed below, and sites, companies and suppliers should be encouraged to explore opportunities to use social media in a positive and proactive manner.

Twitter

What is it: Twitter allows users to post short messages of up to 280 characters, known as 'tweets'

Where to access it: It can be accessed via the website as well as mobile/tablet applications.

How it works: Users follow each other to view the other's tweets on their Twitter feed. Users can also interact with other people's tweets by liking, replying or sharing to their own followers, i.e. retweeting. Users can interact with each other through private messaging or by exchanging tweets. The other user will receive a notification if they are 'mentioned' in a tweet (which is done by typing @ followed by a username).

Accounts can either be private (only approved followers can view and interact with their tweets) or public (everyone can view and interact with their tweets).

Users can include a hashtag in their tweets to identify a key theme or topic e.g. #loveconstruction, #ccsawards, #imageofconstruction etc. Other users can click on this hashtag to see all tweets on that topic. The most popular hashtags of the moment appear as 'trending'. Using hashtags can help someone join the conversation on popular topics and get more exposure for their tweets.

Who is it for: Anyone can use Twitter as it is suitable for multiple purposes. Companies find it a useful way of quickly sharing news and updates, and interacting with customers.

Tips: Most construction companies will have a main Twitter account. A member of the public may try to interact with a site by mentioning the company on Twitter. Some sites have set up unique Twitter accounts for particular projects to better interact with their neighbours, share site updates, advertise jobs and respond to queries. Larger companies may consider paying to promote one of their tweets so that it reaches a wider audience.

Follow the Scheme's Twitter accounts: [@CCScheme](#) [@ccsbestpractice](#) [@IvorGoodsite](#)



Facebook

What is it: Facebook is a platform for sharing content with friends, including text posts, images, videos, links etc.

Where to access it: It can be accessed via the website as well as mobile/tablet applications.

How it works: Individuals set up a 'profile', commonly including information such as their name, age, where they live, where they work etc. To connect with someone else, a user sends a friend request and once accepted they become 'friends' and are able to see, like, comment on and share the other's posts.

Companies, community groups and other organisations can set up pages which individuals 'like' in order to see and interact with the organisation's posts. Individuals see all posts from friends and pages they have liked on their 'news feed'.

Who is it for: Facebook is primarily a social tool for keeping in touch with friends, sharing content and organising events. It is one of the most common forms of social media – a lot of people have Facebook but are not on any other platforms, making it a good way to reach people. Many companies find Facebook a good way to reach a lot of people to share news and events.

Tips: Some sites and companies have Facebook pages where they share news, updates, job opportunities and other relevant content. Setting up a Facebook page for an individual project can be a useful way of reaching and interacting with local residents, particularly because community groups can be very active on Facebook and may use this platform to communicate with the contractor. Facebook Boost is a marketing tool whereby companies can pay to place an advert which displays to a defined audience.

Follow Ivor Goodsite on Facebook at: <https://www.facebook.com/IvorGoodsite>



LinkedIn

What it is: LinkedIn is a social media platform for businesses and professionals, encouraging networking and sharing business updates.

Where to access it: Website; mobile/tablet application.

How it works: Individuals create a public profile which includes their work experience, education, skills and accomplishments. Users build networks by 'connecting' with others, which forms their 'network'. Anything a user posts will be seen by their network. Companies can create a company profile for employees to link themselves with and for other interested parties to 'follow'. Companies can also post news updates and job listings. Individual users will be alerted when a job matching their skills and experience is posted.

Who it is for: LinkedIn is primarily for professionals seeking to build connections or seek new opportunities.

Tips: LinkedIn is not the best tool for communicating with communities, but it can be a great way to support an individual's own professional development and promote the industry by engaging with a company's page and advertising jobs on the site.

Follow the Scheme on LinkedIn: <https://www.linkedin.com/company/considerate-constructors-scheme/>



Instagram

What it is: Instagram is an image-based platform for users to share pictures.

Where to access it: Mobile/tablet application; website (view only, cannot post images from website.)

How it works: Individuals and companies set up an account, find people they know and follow their accounts to be able to see and interact with their posts. When uploading an image to Instagram, the user has the option to edit the image using 'filters', tag people and locations in the image and add a caption.

Who it is for: Instagram is commonly used as a social tool or a way for artists to share their work. However, companies have increasingly started using Instagram to engage with customers and potential recruits.

Tips: Appearance is a key part of the Scheme's Code of Considerate Practice. Projects could consider setting up Instagram accounts to showcase images of the works in progress, which could both help keep people updated and promote a positive image of the industry. Larger companies may consider paying to 'sponsor' advertising posts to reach a wider audience.

Contractors can also submit images of their hoardings to the Scheme's 'Construction's First Impressions' Instagram account.

Follow the Scheme's Instagram accounts: [@CCScheme](#) [@ccsfirstimpressions](#) [@IvorGoodsite](#)



YouTube

What it is: YouTube is a video-sharing website.

Where to access it: Website; mobile/tablet application.

How it works: Individuals and companies create an account and upload videos to their 'channel'. Users can 'subscribe' to channels they are interested in, receiving notification when the channel uploads a new video.

Who it is for: YouTube can be used by anyone, from aspiring musicians to large brands seeking to promote their newest products/initiatives.

Tips: YouTube is a great place to share videos from a site or company. Examples of videos that could be shared include a time-lapse of the works on site and interviews with staff and apprentices to encourage more people into the industry. Links to these videos can be shared on Twitter, Facebook and LinkedIn.



Snapchat

What it is: Snapchat is an image/video messaging application.

Where to access it: Mobile/tablet application only.

How it works: Users register on the app with their mobile phone number and find 'friends' through their phone contacts or by entering someone's username. Users can then take images or short videos – snaps – and send them to their friends. When sending a snap, the sender decides how long the image will display on the recipient's screen. Once the timer has run out, the content disappears (they can be replayed once, and the sender will be told if their snap has been replayed). Users can also send images or videos to their 'story', which displays in a friend's contact list and can be viewed an unlimited number of times within 24 hours.

Who it is for: Snapchat is overwhelmingly a social platform used by teenagers and young adults. Business engagement with Snapchat is mostly limited to paid-for advertising.

Tips: Snapchat would not be a typical platform for sites or companies to engage with their community as it is more personal than most social media platforms, partly because becoming friends requires prior knowledge of their phone number or username.

