



# Promoting Construction

This campaign aims to elevate construction's profile on social media by showcasing, visually, how exciting and interesting the construction industry is, in order to improve its overall image as a respectable, innovative and welcoming industry to join.

Inspirational images, such as eye-catching buildings, amazing innovations, new technology, an engaged workforce and environmental consideration, all make great examples of promoting construction. By using **#loveconstruction** an online library of positive images and stories showcasing the very best of the construction industry will be built for the general public and potential employees.

The Promoting Construction campaign is split into four key modules:

## It's a numbers game

Regular posting on social media is the absolute key to maintaining a strong profile.

## Content is king

Consider social media a destination itself, not just a distribution channel.

## It's all about networking

Social media is, by nature, a social space and it should be used this way.

## Images are everything

Users across channels are drawn to images, so to make eye-catching content ensure you use visual cues.



The Promoting Construction campaign aims to raise the profile of the construction industry by encouraging sites, companies, clients and suppliers to promote exciting, interesting and attention-grabbing activities on social media platforms.

With social media being the most effective method of communication, it has never been a better time for organisations to seize the opportunity to enhance their online presence, connect with the public and boost their brand profile.

Whilst a number of contractors, sub-contractors, suppliers and other construction-related organisations are using social media successfully, there is a need for the industry to speak in one voice – to promote construction.

### Here's a few ways in which you can get involved:

**Step 1:** Does your company have social media accounts on Twitter, Instagram, LinkedIn and Facebook? If not, get started!

**Step 2:** Work with your PR, Communications and Marketing teams to obtain interesting images, videos and case studies from your projects. If you do not have these teams, think about going out to site/completed buildings to take pictures and ask colleagues to contribute case studies.

**Step 3:** Start posting regularly across each social media channel with consistent content and ensuring the all-important **#loveconstruction** is included in every relevant post!

**Step 4:** Join the conversation! Follow like-minded construction and other related organisations, liking, sharing, and even commenting on their content using **#loveconstruction**. Make sure you reply to people who engage with you on social media in order to expand your voice and your social media network.

**Step 5:** Shout about it! Let your workforce, clients and communities know that they can connect with you on social media and build buzz around **#loveconstruction**.

By using **#loveconstruction**, the entire industry will be promoting an inspiring message which will help spark the interest of the next generation of construction workers.

As well as being a great tool to promote your organisation, the Promoting Construction campaign encourages the whole industry to project a positive image to enhance the overall reputation of construction.



View the Promoting Construction campaign at  
[www.ccsbestpractice.org.uk](http://www.ccsbestpractice.org.uk)



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**#loveconstruction**