

Using Social Media to Grow Your Ready Mix Business

Dominic Di Cenzo
July 9, 2022

What We're Going to Cover...



1. Who is Dominic Di Cenzo?
2. The rise in social media- the numbers
3. Why should I use social media?
4. Social media platforms- brief overview
5. Do's & Don'ts of social media

What We're Going to Cover...



- 6. Preparations before you post
- 7. Taking the dive- posting
- 8. NRMCA's role in supporting you
- 9. Other available resources

Who is this guy Dom Di Cenzo?



- 45+ years in the construction industry
- Most of career in ceramic tile & stone industry
- TOTAL Marketing LLC- construction marketing
- Executive Director Connecticut Concrete Promotion Council since 2017
- Co-Chair of the NRMCA Social Media Task Force



MARKETING

**IS REALLY JUST ABOUT
SHARING YOUR PASSION**

– Michael Hyatt

Dominic: Social Media marketing



- Manage(d) 13 social accounts 15M+ Followers
- LinkedIn(**2008**) 9000+ Connections/Followers
- Twitter (**2010**) 1,623 Followers (7 Accounts)
- Youtube (**2017**) Created CCPC channel
- Facebook (**2018**) Manage 1 Volunteer account
- Instagram (**2020**) 987+ Followers CCPC

The Rise in Social Media Use



5
TOTAL
FOLLOWERS
IN 100M

THE WORLD'S TOP 50 SOCIAL MEDIA INFLUENCERS

From sports and movie stars to social media personalities and politicians, here are the people with the largest social media followings across platforms.



1
517M Athlete

91,791,031 1,740,000
148,640,712 274,964,864

Cristiano Ronaldo

Soccer superstar Cristiano Ronaldo is the most-followed person on both Instagram and Facebook.



2
455M Musician
Justin Bieber

114,335,392 62,200,000
88,289,496 169,490,965
20,900,000



4
425M Musician
Selena Gomez

65,017,409 28,700,000
83,332,770 220,660,577
27,500,000



3
429M Musician
Ariana Grande

112,956,603 42,600,000
44,104,777 230,111,258
24,400,000

4

Musicians account for half of the top 50 top social media influencers.



6
342M Actor
Dwayne Johnson

15,100,000 5,550,000
58,739,699 227,312,500
35,700,000



10
319M Other
Kim Kardashian

69,706,073 1,820,000
33,855,401 213,640,987



7
338M Musician
Katy Perry

109,573,836 40,300,000
67,318,510 115,543,402
5,500,000



5
361M Musician
Taylor Swift

88,735,382 42,000,000
76,943,549 152,875,670



9
332M Musician
Rihanna

102,669,731 36,900,000
98,480,328 93,900,000



8
333M Other
Kylie Jenner

38,391,048 10,600,000
31,415,682 224,477,387
28,300,000

The Kardashians and Jenners grew from reality stars to celebrity, beauty, and social media powerhouses.

3



16
260M Other
Ellen DeGeneres



14
277M Musician
Jennifer Lopez



13
282M Musician
Shakira



15
267M Musician
Beyoncé

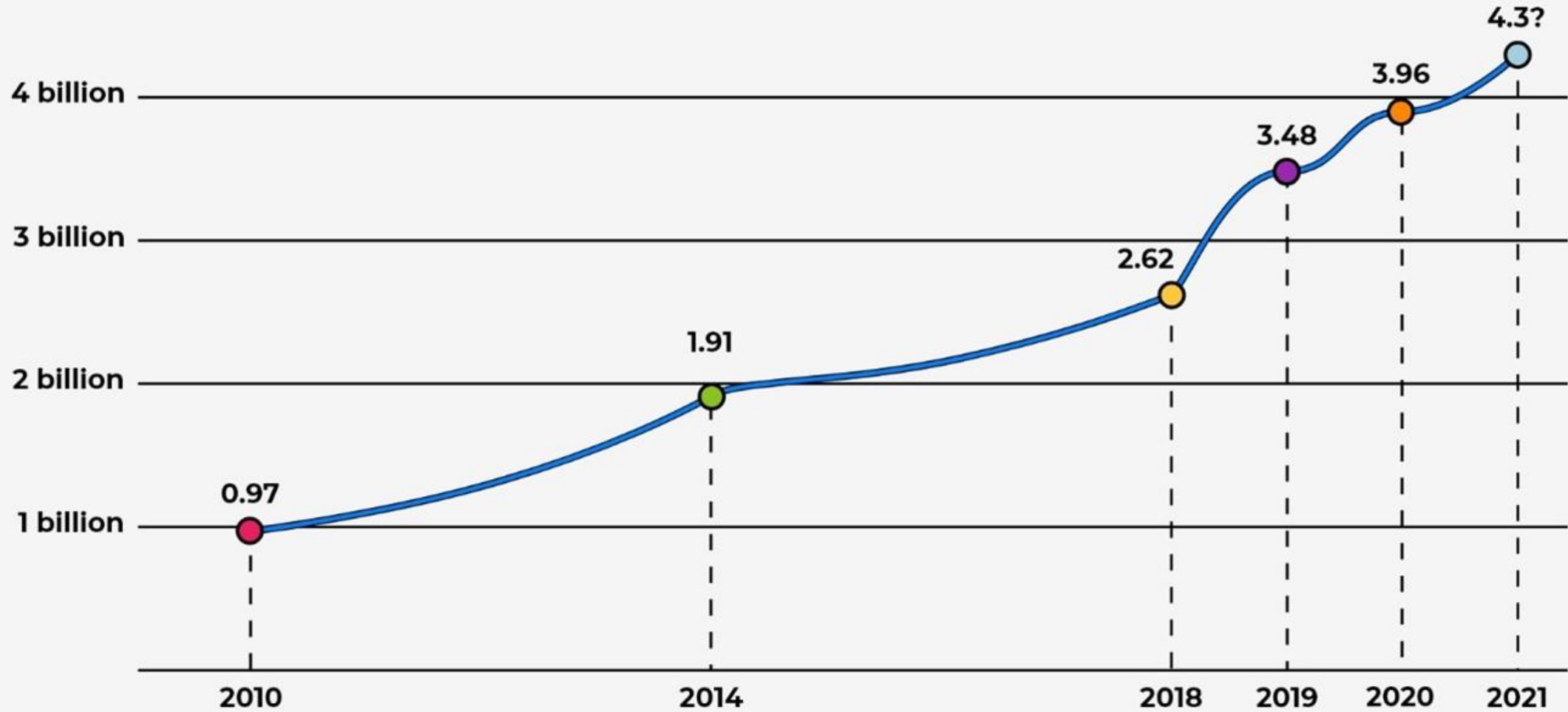


11
298M Athlete
Lionel Messi

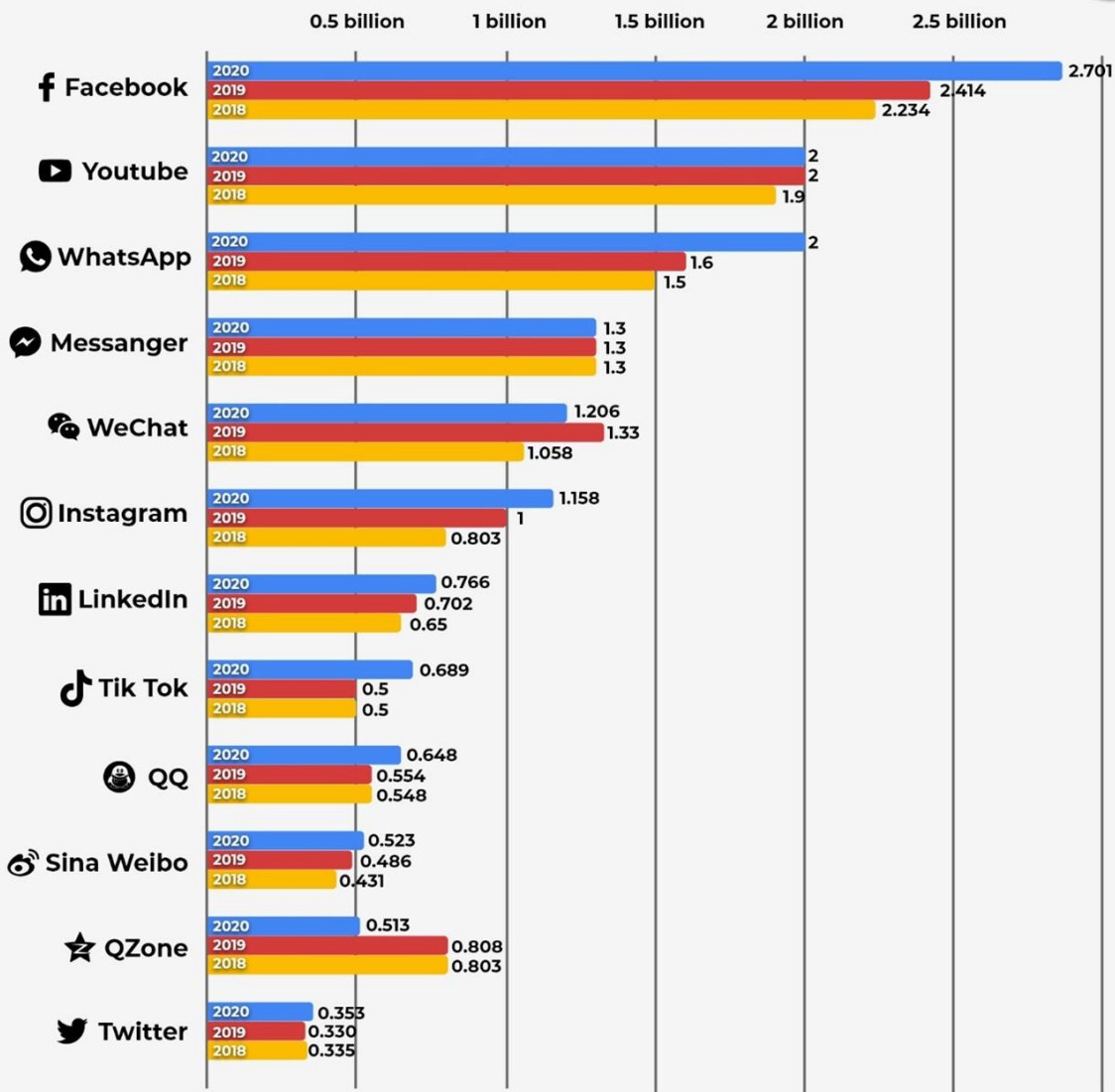


12
283M Athlete
Neymar

Number of Social Media Users Around the World in 2021



Most Popular Social Media Sites in 2021 By Number of Active Users

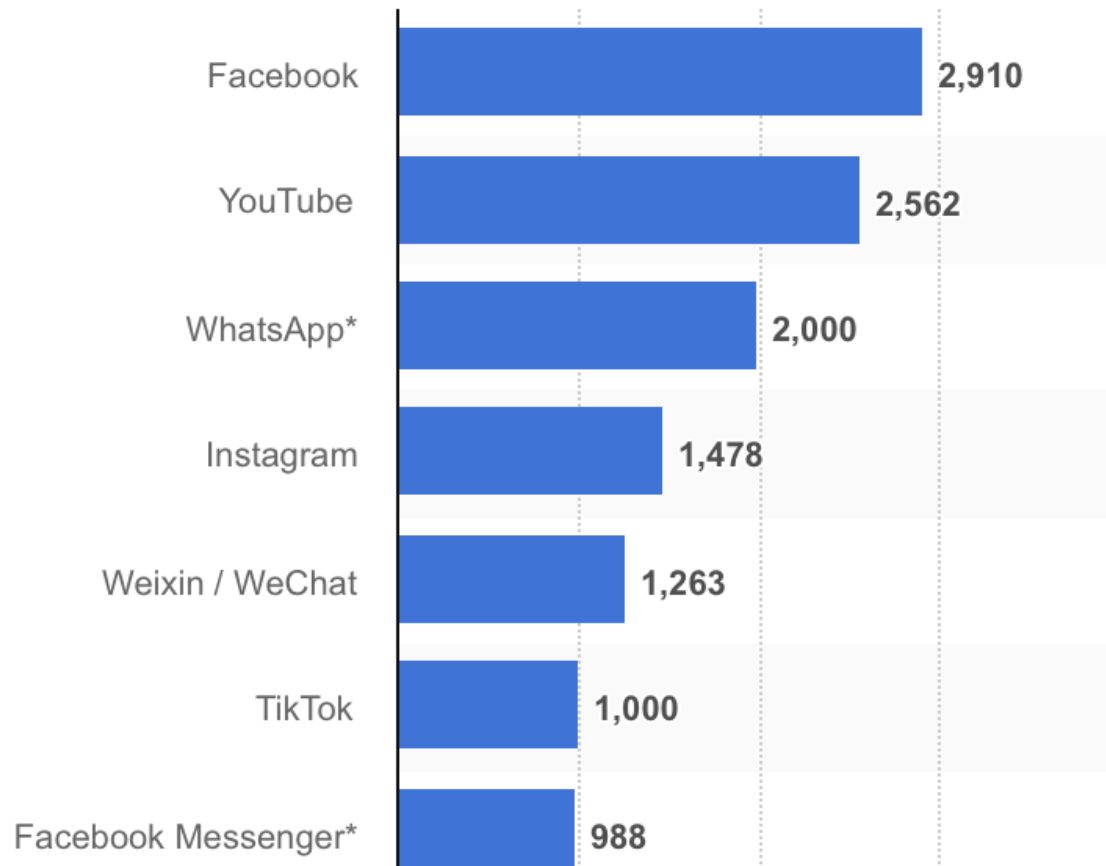


Number of users in billions



Most popular social networks worldwide as of January 2022, ranked by number of monthly active users

(in millions)





Construction still lags other industries in use of technology

JBKnowledge's latest ConTech report asserts that while contractors have made some gains, too many don't view IT as a priority, to their detriment.

BY JOHN CAULFIELD, SENIOR EDITOR | MARCH 16, 2022



WHY ISN'T SOCIAL MEDIA
MAGICALLY SOLVING ALL
OF OUR PROBLEMS?



© marketoonist.com

Why Should I Use Social Media?

It's the electronic equivalent of the Yellow Pages of another era



READY-MIXED CONCRETE
DELIVERED RIGHT TO YOUR JOB

- SAND • CEMENT • GRAVEL
- LIME • MORTAR MIX

FREE ESTIMATES

**DOUGLAS-WEED
CONCRETE CO., INC.**

DRIVEWAYS STEPS PATIOS

378-6412 ← → **245-4391**

Winterboro Hwy., Childersburg COOPER & EDWARDS ST., SYLACAUGA

(C-22)

Attend the Church of your Choice
See the YELLOW PAGES for Church Addresses

Keep in touch by Long Distance

IMPORTANT
USE THIS DIRECTORY
AFTER 1:01 A.M.
SUNDAY, APRIL 19, 1959
At That Time Many Tennessee Houses Closed
Beacon Streets in Nashville, Donelson,
Madison, Goodlettsville and Old Hickory
DO NOT CALL FROM NIMNEY

Nashville, Tenn.
DONELSON MADISON
GOODLETTSVILLE OLD HICKORY
Telephone Directory
INCLUDING LAVERGNE

April, 1959

Find It Fast
In The
YELLOW PAGES

Why Should I Use Social Media?



Why Should I Use Social Media?

- Part of today's "marketing mix"
- Promote your products/services
- Establish a company voice
- Follow competitors
- Recruit employees
- Community activities



Why Should I Use Social Media?



- Network with industry peers
- Essentially free advertising
- Expands your “reach”
- Eliminates web site
- Sell products online



Social Media Platforms Overview



Social Media:

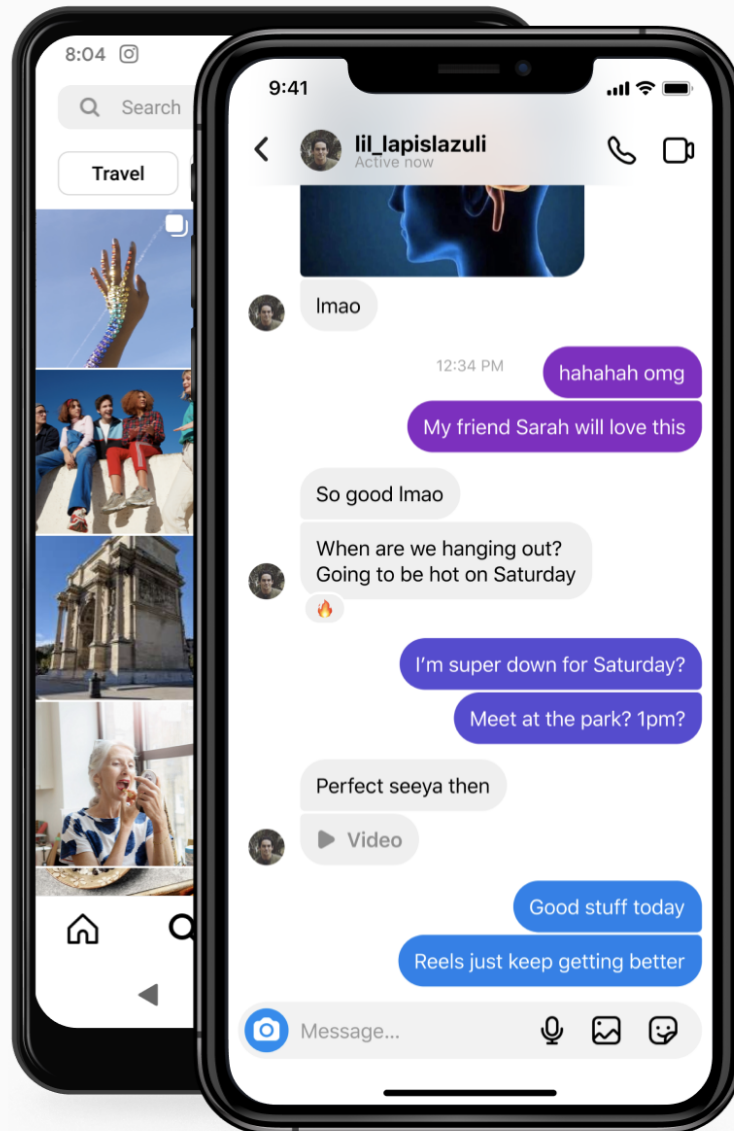
- Online social network platforms such as **LinkedIn, Facebook, Twitter, Instagram, and YouTube**
- Focused on creating communication, interaction, content-sharing, and collaboration.



Digital Media:

- Digitized content photos, videos
- Transmitted over the internet or computer networks
- Includes text, audio, video, and graphics.





Instagram

Log In

OR

 Log in with Facebook

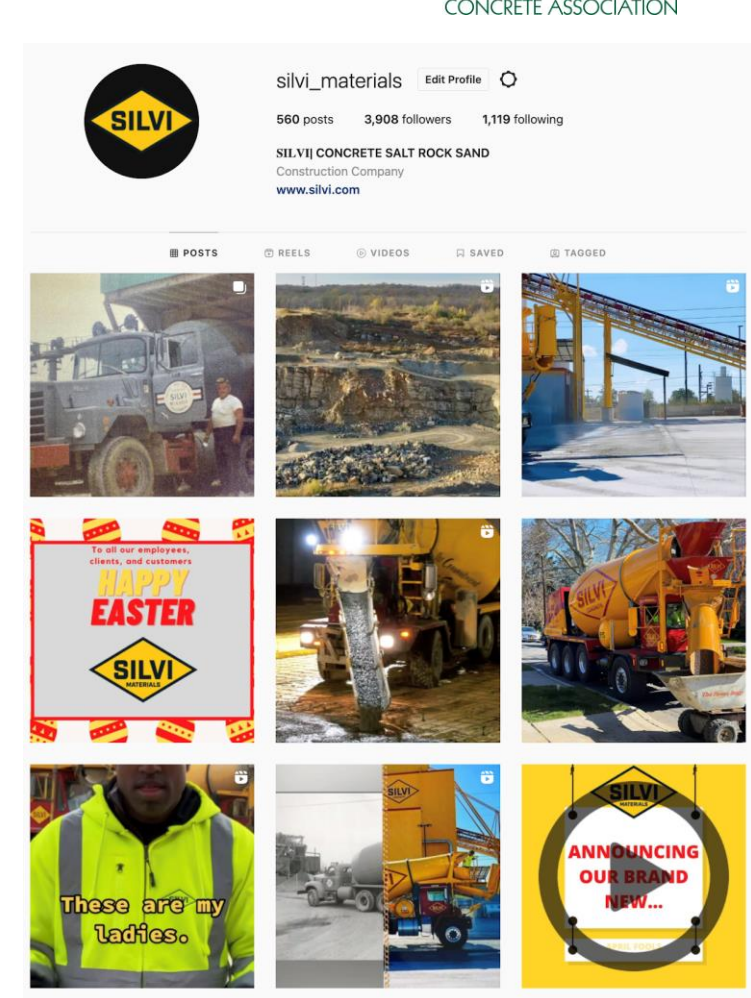
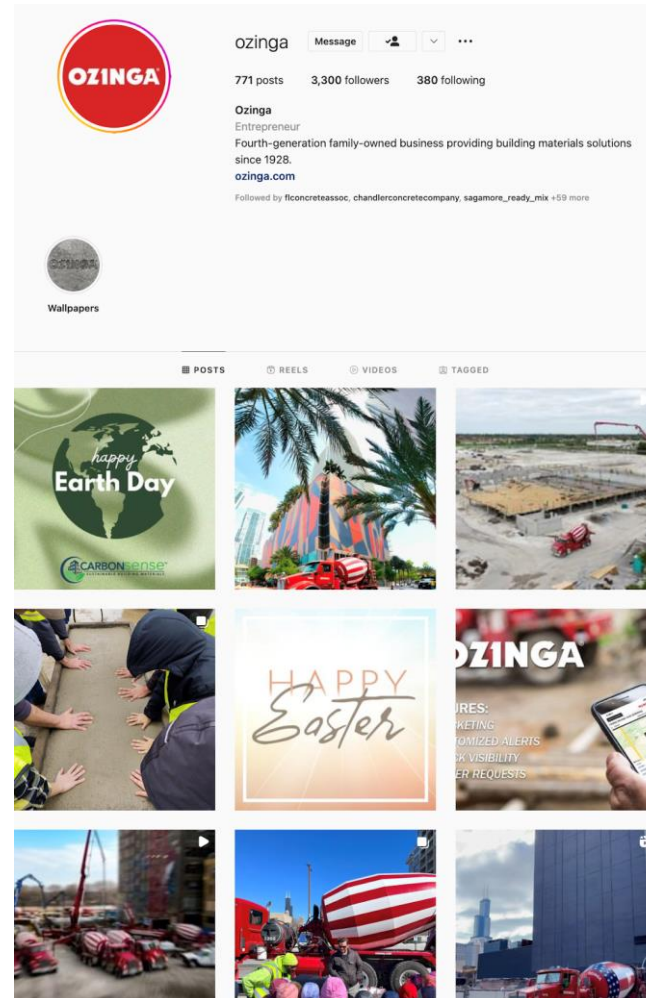
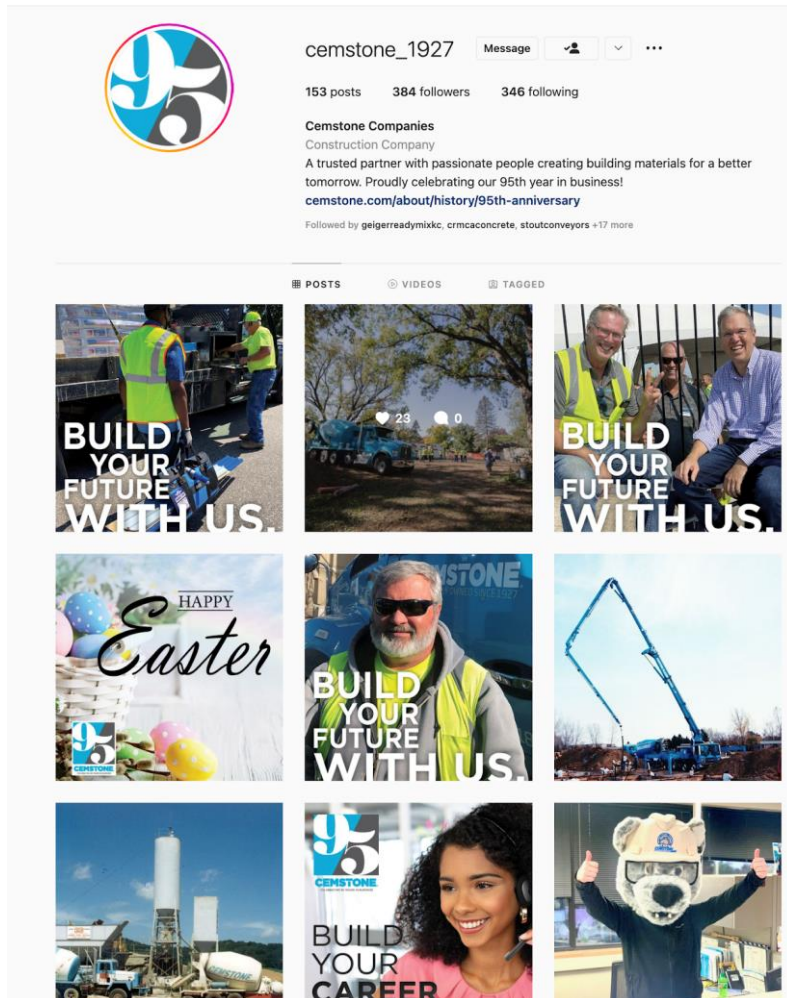
[Forgot password?](#)

Don't have an account? [Sign up](#)

Get the app.



Member Instagram Pages



facebook

Connect with friends and the world around you on Facebook.

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Create a Page for a celebrity, brand or business.



Alabama Concrete

@AlabamaConcreteInc · ★ 3.7 3 reviews ⓘ · Construction Company

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alabamaconcrete.com

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Ask Alabama Concrete

- "I'm interested. Can you tell me more?" Ask
- "What services do you offer?" Ask
- "Can you tell me more about your business?" Ask
- "What are your hours?" Ask



Alabama Concrete

June 30 at 12:01 PM · 🌐

Hard at work.
#concrete #readymixconcrete





MMC Materials, Inc.

@mmcmaterials · Construction Company

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mmcmaterials.com

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Ask MMC Materials, Inc.

"I'm interested. Can you tell me more?"

Ask

"What services do you offer?"

Ask

"Can you tell me more about your business?"

Ask



MMC Materials, Inc.

November 5, 2021 · 🌐

Our sister company, [Dunn Utility Products LLC](#), is hiring! Open positions include Welder Fabricator Maintenance, Bookkeeper, Wet Cast Laborers, QA/QC Technicians and more! To learn more about employee benefits, download job descriptions and apply online visit [dunnutility.com/careers](#). #gettinitdunn #joinourteam



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Tennessee Concrete Association

@tnconcrete · Concrete Contractor

Send message

Hi! Please let us know how we can help.

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Ask Tennessee Concrete Association

"I'm interested. Can you tell me more?"

Ask

"What services do you offer?"

Ask

"Can you tell me more about your business?"

Ask

"Where are you located?"

Ask

Type a question

Ask



Create post



Photo/video



Check in



Tag friends



Tennessee Concrete Association

July 1 at 11:26 AM ·

Exciting News! Our NEW Podcast, Tennessee Concrete Conversations, is now live! The first episode features TCA Executive Director Alan Sparkman as he walks through everything you need to know about the concrete industry, current news and updates. Make sure to take a listen: <https://anchor.fm/.../Whats-ahead-for-the-construction...>

#Podcast #NewPodcast #Concrete

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Mississippi Concrete Association

@mississippiconcrete · Nonprofit organization

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Hi! Please let us know how we can help.

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- About
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About

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- 410 people like this
- 465 people follow this
- <http://MississippiConcrete.com/>
- [Send message](#)
- info@mississippiconcrete.com
- Nonprofit Organization
- [mississippiconcrete](#)



Create post



Photo/video



Check in



Tag friends



Mississippi Concrete Association

June 11 at 2:55 PM ·



Why would you want to build with anything less than Concrete? Insulated Concrete Forms (ICF) checks all the boxes in regards to

- * Safety (250 mph winds)
- * Resiliency
- * Energy Efficiency
- * Accoustic Value... [See more](#)

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Learn a new skill

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members
per
second

30+ million
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engineering
company pages

650,000+
construction
company pages





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Connecticut Concrete Promotion Council

Promoting the use of ready mixed concrete in construction with the Connecticut Ready Mixed Concrete Association

Construction · Wethersfield, CT · 185 followers



1 person from your school works here · 1 employee

✓ Following

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LinkedIn Member, explore relevant opportunities with Branch

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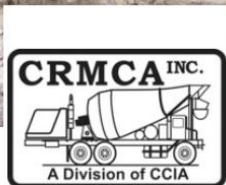
Me



Work



Sales Nav



Connecticut Ready Mixed Concrete Association

The mission of CRMCA is to promote the use of ready mixed concrete and innovative construction products and technologies

Construction · Wethersfield, Connecticut · 37 followers

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About

The mission of the Connecticut Ready Mixed Concrete Association (CRMCA) is to promote the use of ready mixed concrete and innovative construction products and technologies. The CRMCA works through the National Ready Mixed Concrete Association on federal and local industry matters. The CR... [see more](#)

Ad

Get the latest jobs and industry news



LinkedIn Member, explore relevant opportunities with H&M

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Pages people also viewed



Connecticut Concrete Promotion Council

Construction
185 followers

✓ Following



National Ready Mixed Concrete Association

Construction
8,098 followers

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www.nrmca.org | National Ready Mixed Concrete Association | [#nrmca](https://twitter.com/nrmca)

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🏠 For You

👤 Following

📺 LIVE

Log in to follow creators, like videos, and view comments.

Log in

Suggested accounts

dancingwheelz
👉 DANCING WHEELZ 👈

 alondrissa
Alondra Michelle

 yusettebatista
Yusette Batista

 maggabraco
Magg Braco

 juliojanpierre
Julio Janpierre

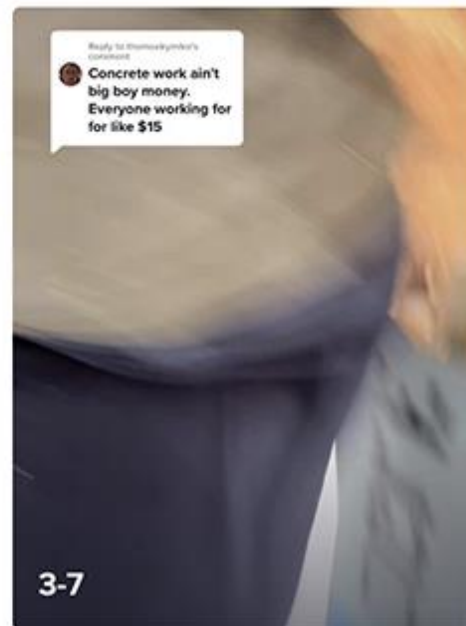
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#concrete #cement
#construction #build #diy...

architectperry ▶ 602.1K


Reply to @themEEKyMiko Quit
hatin and give the guy their...

3fiddy350 ▶ 929.2K


#ad ทำไมรถปูนต้องรีบ? #รู้หรือไม่ว่า
#tiktokthailand #concrete #truck

thaiaexpert ▶ 1.7M





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or

Sign up with phone or email

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#).

Already have an account?

[Sign in](#)

Screenshot



Geiger Ready Mix KC

661 Tweets



Following

Geiger Ready Mix KC

@GeigerReadyMix Follows you

Since 1892, we've been in the business of building a better Kansas City.

Think you're [#GeigerReady](#)? Apply today to join the mix.

Kansas City geigerreadymix.com/about/jobs Joined August 2016

234 Following **198** Followers



Do's & Don'ts of Social Media



The Do's Social Media



- Be visual- posts with graphics = higher engagement
- Keep a “company voice”
- Be sensitive to the content you post
- Keep it short- briefer is better
- Post on some regular schedule
- Follow key **industry** influencers and engage with others

Don'ts of Social Media

- Don't be on every platform at once
- Don't follow everyone
- Don't post highly negative content or comments
- Don't overuse hashtags
- Don't use unauthorized (copyrighted) content

Preparations Before You Post



- A unique @handle to help others find or mention you
- A profile photo (for personal accounts)
- Short description of company, what you do
- Good resolution company logo for business accounts
- Image for background profile page
- Check platform “How To” pages for more image tips

Three Quick Starter Tips



Evaluate Plan Post

Tips to dive in...



**Evaluate:
Where are
your customers?**

MAY 2022 CCPC SOCIAL MEDIA/EMAIL



SUN	MON	TUE	WED	THU	FRI	SAT
01	02	03	04	05	06	07
	CalPortland	ICF Training Coffee & Concrete Tour	ABC CT Career Fair Canadian Conc Expo Zeolli Concrete Tie	Build with Strength ABC CT Career Fair What's Happening May	ICF Training ICF Contractor training	
08	09	10	11	12	13	14
	Concrete Crafters AIA CT	ICF Training Pave Ahead Coffee & Concrete Tour ICF Contractor training	Build with Strength Architectural Concrete Sandy Hook Site tour	Coffee & Concrete Tour Build with Strength	Unique Concrete Canadian Conc Expo	
15	16	17	18	19	20	21
	Concrete Crafters Coffee & Concrete Tour	Build with Strength Resilience	ICF Training Pave Ahead Coffee & Concrete ICF Contractor training	Build with Strength Architectural Concrete Canadian Conc Expo Sandy Hook Site tour	Unique Concrete Coffee & Concrete Tour	
22	23	24	25	26	27	28
	Concrete Crafters Coffee & Concrete Tour Build with Strength	Pave Ahead Shaped by Concrete ICF Contractor training	Build with Strength Architectural Concrete	ICF Training Pave Ahead	Unique Concrete AIA CT	
29	30					
	Concrete Crafters ICF Training GCCC We R Concrete Video					

But Dom, what do I post?

Keep it simple. Use the “Four P’s”

- Products
- Projects
- People
- Promotion

Content: But Dom, what do I post?



Keep it simple. Use the “Four P’s”

- Products or services



B & B Concrete Co., Inc.

683 followers

1h · 🌐

With 13 plants strategically located throughout North Mississippi and a fleet of 85 mixer trucks, B & B Concrete can service any project, large or small.

Blue Springs • Booneville • Corinth • Fulton • Holly Springs • Iuka • New Albany • Pontotoc • Oxford • Ripley • Saltillo • Tupelo • Verona

[#bethfoundation](#) [#bbconcrete](#)



MMC Materials, Inc.

September 21, 2021 · 🌐

Save money with fiber! Check out this cost comparison on the savings you can experience by using fiber instead of mesh or steel for your concrete reinforcement. Get the full story and download the comparison at <https://conta.cc/3tX1DSz>. Contact your MMC sales rep with any questions or for a quote. [#fiberreinforcement](#) [#savemoney](#)



👍 9

3 Shares



Dominic Di Cenzo (He/Him/él)

Executive Director at Connecticut Concrete Promotion Council

8mo · 🌐



We Are Concrete features another [Connecticut Concrete Promotion Council](#) ready mix supplier! This week it is [BUILDERS CONCRETE EAST LLC](#).

...see more



WE ARE CONCRETE.



Dominic Di Cenzo (He/Him/él)

Executive Director at Connecticut Concrete Promotion Council

9mo · 🌐



This week's [Connecticut Concrete Promotion Council](#) WE ARE CONCRETE member is [Devine Brothers Inc.](#) of Norwalk, CT.

...see more



WE ARE CONCRETE.



Questions? Send an email to concrete@ctconcretepromotion.org

BUILD WITH STRENGTH

www.nrmca.org | National Ready Mixed Concrete Association | [#nrmca](https://twitter.com/nrmca)

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Content: But Dom, what do I post?



Keep it simple. Use the “Four P’s”

- Products
- **Projects**



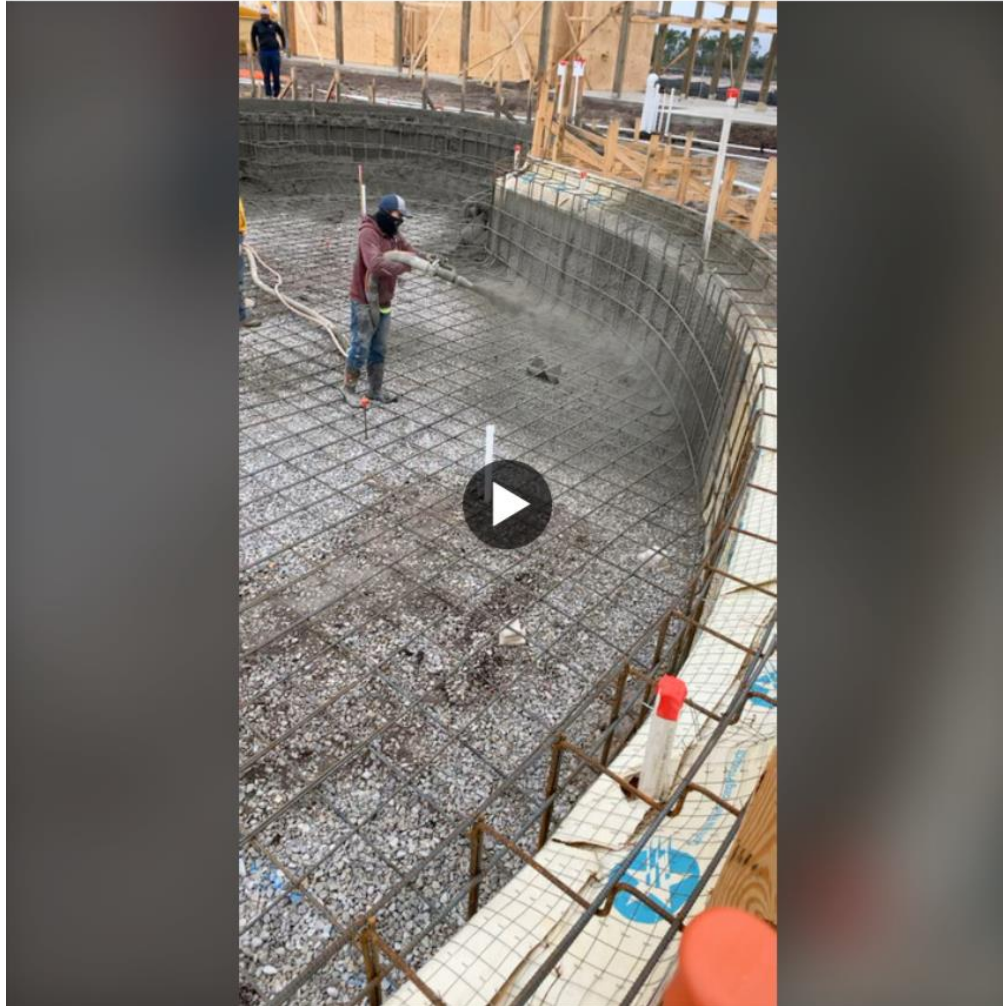
Steven Key • 2nd

Salesperson at Bayou Concrete, LLC

6mo • 🌐

+ Follow ...

The beginning of a giant pool in the [#sweetbay](#) neighborhood of [#panamacity](#). My team at [Bayou Concrete, LLC](#) is delivering approximately 300 yards of shotcrete to [Cox Pools](#) on this project. [#concreteconstruction](#) [#pool](#) [#construction](#) [#concrete](#) [#townhomes](#) [#poolconstruction](#).



Dominic Di Cenzo (He/Him/él) • You

Concrete champion and Executive Director at Connecticut Concrete Pro...

1mo • 🌐

Concrete connections.

...see more



👍❤️ Mike Murray FACI and 53 others

1 comment • 2 shares





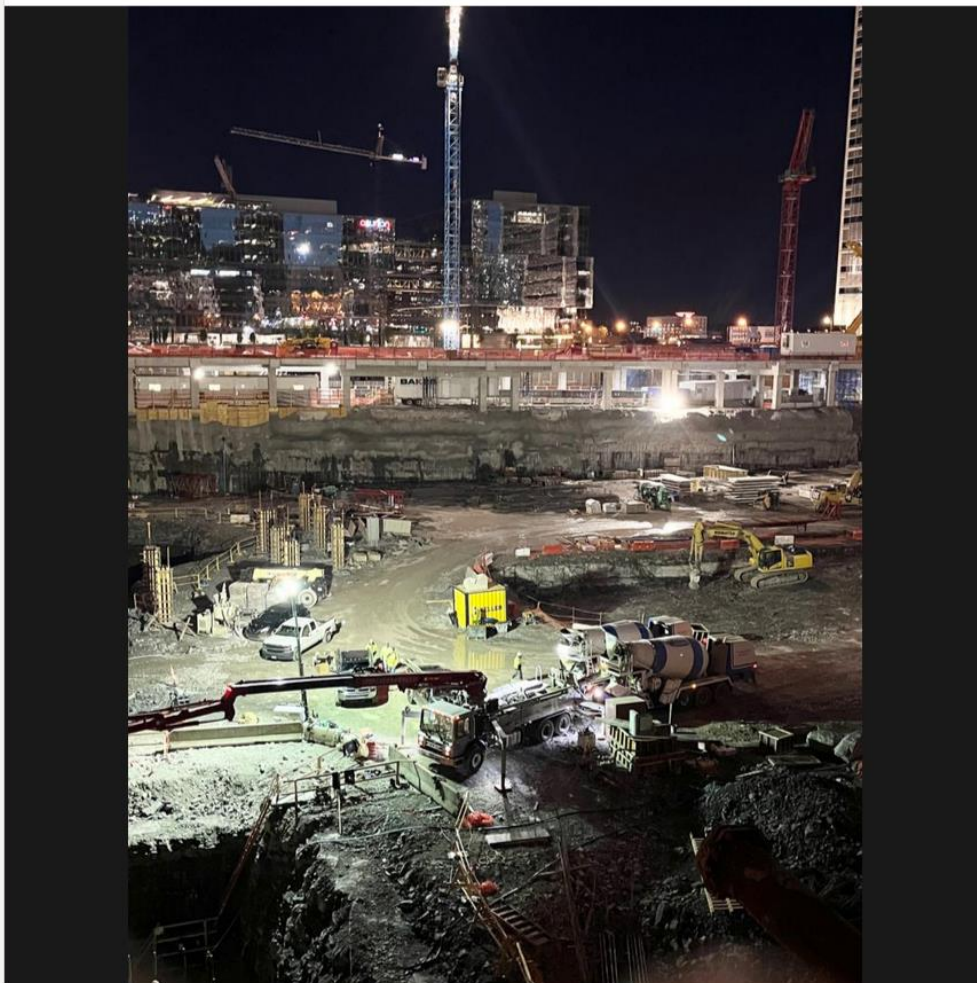
David Parker • 2nd

Executive Director

1mo • 🌐



The beginning of an iconic project for the city of **Nashville**. Today we started foundations at **Nashville** Upper Yards with Baker Concrete Construction, Inc. This will be a great project that **Nashville Ready Mix** is proud to be a part...



👍❤️🌱 Joel Waters and 366 others

13 comments 2 shares



Dominic Di Cenzo (He/Him/él) • You

Concrete champion and Executive Director at Connecticut Concrete Promotion Council

4d • 🌐

Connecticut Ready Mixed Concrete Association member **O&G Industries, Inc.** – they **Build With Strength** AND reduce the carbon footprint of construction!



O&G Industries, Inc.

6,315 followers

4d • Edited • 🌐

The equivalent of over 40,000 glass beer bottles going into today's 180 cubic-yard pour at Danbury Airport in the form of Pozzotive. Thank you Construction ...see more



👍 Michael Marcaida and 1 other

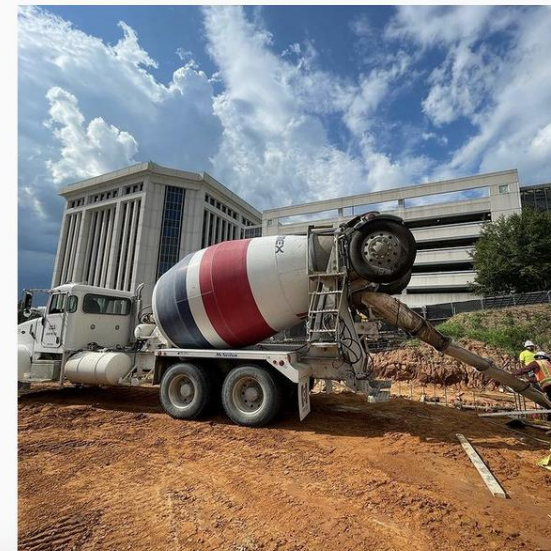
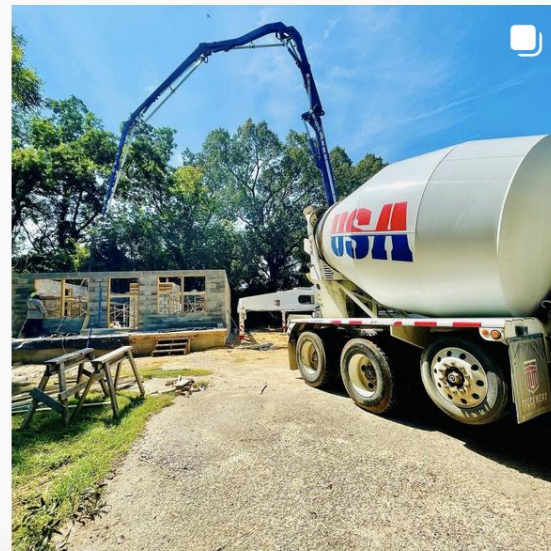


Content: But Dom, what do I post?



Keep it simple. Use the “Four P’s”

- Products
- Projects
- **People**





srmconcrete

...



27 likes

srmconcrete Meet Adam Godsey from Knoxville, TN!

After driving over-the-road for many years, Adam decided to switch it up and start driving a concrete truck. Six years later, Adam has worked nearly every position at plant 48, and currently serves as our plant manager there.

Adam loves how everyday has a unique set of challenged. His advice to someone new to the concrete industry would be to set your goals early and work hard to achieve them.



bbconcrete

...



662.842.6312 | BBCONCRETE.COM



Liked by nrmca_official and 17 others

bbconcrete We are excited to announce that Steve Berryhill has joined our team in the role of Pontotoc Plant Manager. Steve has many years of experience in... [more](#)





concrete jobs



silvi_materials

Following





NORTH JERSEY INTERVIEW DAY

**484 COUNTY ROUTE 601
BELLE MEAD, NJ 08502**

**FRIDAY MARCH 4TH, 2022
9AM-1PM**

WE WILL BE HIRING:

LOCAL CDL- B CONCRETE MIXER DRIVERS- LINDEN, NJ
LOCAL CDL- B CONCRETE MIXER DRIVERS- KINGSTON, NJ
LOCAL CDL- B CONCRETE MIXER DRIVERS- SOUTH PLAINFIELD, NJ

SKILLED LABORERS- BELLE MEAD, NJ
HAUL TRUCK DRIVERS- BELLE MEAD, NJ
1ST SHIFT- INDUSTRIAL MAINTENANCE MECHANICS- BELLE MEAD, NJ
2ND SHIFT- INDUSTRIAL MAINTENANCE MECHANICS- BELLE MEAD, NJ





Liked by the_reeses_guy, oshkosh_s_series and 38 others

silvi_materials We are hosting a hiring event in... more

February 24



concrete jobs



bakerconcreteconstruction

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Liked by odorisio_sandra, slowrider1234 and 64 others

bakerconcreteconstruction Transform skylines... more

September 1, 2021





hemmaconcrete
Atlanta, Georgia

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Liked by kjr_concretepumping and 16 others

hemmaconcrete 🌟 Join the Hemma Team! We are... more

February 11



tilconctinc
New Britain, Connecticut



Liked by redimixcompanies and 10 others

tilconctinc Tilcon Connecticut is hosting a Career Fair on Saturday, June 4th at our headquarters in New Britain. We offer a wide variety of job opportunities within the construction industry, including field positions, operations, management, and administrative jobs.

We invite you to meet the team and build a rewarding career with us!

Browse our open positions at: and www.tilconct.com/careers

View 1 comment



Add a comment...



Content: But Dom, what do I post?



Keep it simple. Use the “Four P’s”

- Products
- Projects
- People
- Promotion

**YOU CAN NEVER
GO WRONG BY INVESTING
IN COMMUNITIES**

and the human beings within them.

– Pam Moore



Tennessee Concrete Association

230 followers

6d • Edited •

Rick Odle of [Southern Concrete Products, Inc.](#) sent this great article about Southern Concrete Products' decision to use their business platform to increase inclusion awareness by painting compelling artwork on the ...see more

ARTWORK SERVES AS A POWERFUL VEHICLE FOR INCLUSION AWARENESS IN OUR COMMUNITY

© JUNE 22, 2022 / [WENDY MERCER](#) / [LEAVE A COMMENT](#)



12:54



Reels

3 PARTS SAND
2 PARTS AGGREGATE
1 PART CEMENT
100% PART OF BUILDING
OUR COMMUNITY



31



1



superiorreadymix

Lots of elements go into building a thriving ...

superiorreadymix · Original Audio



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ozinga

Ozinga Ready Mix Concrete



Liked by nrmca_official and 71 others

ozinga We love the opportunities we are given to teach the next generation about the industry! Students from St. Mary's Catholic Community School toured our... more



vulcanmaterialscompany



Liked by nrmca_official and 56 others

vulcanmaterialscompany Future leaders. Members of our Alabama team participated in the Tarrant Elementary School Career Fair. K-6th graders, along with parents and teachers, had the opportunity to explore various careers including public service, manufacturing, audio-visual and mining and geology.

#tarrantwildcats #partnersineducation #education
#community #stemlearning #education #environment
#stewardship #learning #vulcanmaterials
#vulcanmaterialscompany #thevulcanway #csr





vulcanmaterialscompany

...



57 likes

vulcanmaterialscompany Field trip! Our Enka Quarry Team hosted 80 4th graders from Hominy Valley Elementary School. Special thanks to David Cade, Willie Breedlove, Gary McMahan, Brad Robinson and Michael Franklin for making this a fun and exciting day for these future leaders.

Hominy Valley Elementary #hands-on #education #STEM #learning #tour #partnership #community #students #futureleaders #vulcanmaterials #vulcanmaterialscompany



delta.industries_

...



Liked by southernconmach and 4 others

delta.industries_ So thankful for the people who make Delta Industries who we are, we couldn't do it without them! Below are a few scenes from a recent employee appreciation fish fry for our Tri-State division.

March 28



Content: So Dom, what do I post?

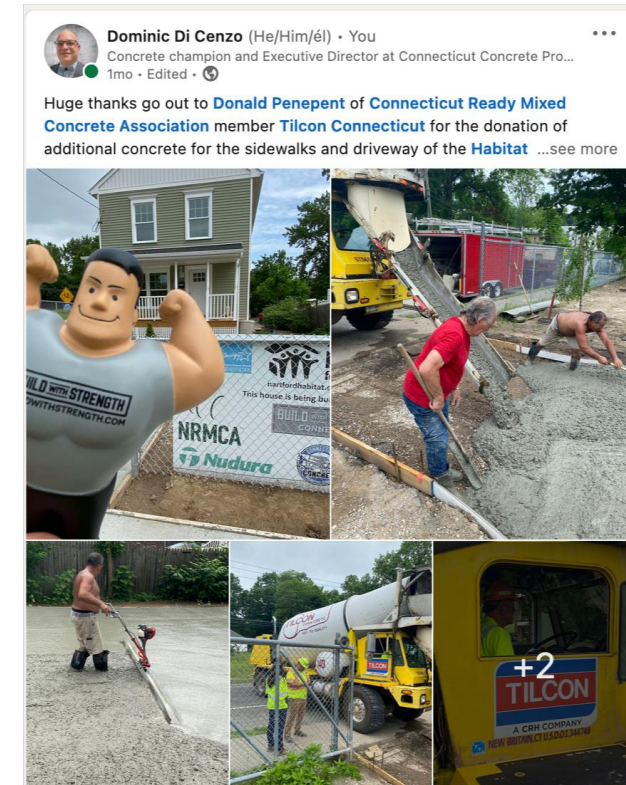
- Highlighting customers/clients
- Locations & Plants
- Company Events
- Equipment
- Products/ Documentation



Content: So Dom, what do I post?



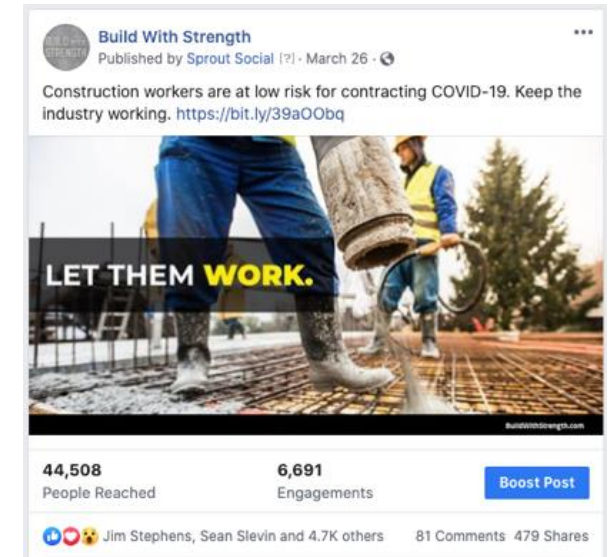
- Community Engagement
- Holiday posts
- Educational posts
- Trending content
- Celebrate company employees & leaders



Taking the Dive! Posting



- Keep your content **concise** and to the point
- Include “**calls to action**”
 - **Click here** to learn more
 - **Follow** our channel for more insights
 - **Share** to help spread the word
 - **Take action now**
- Maintain a **consistent voice** and writing style
- Leverage **visually appealing** graphics, photos, & video



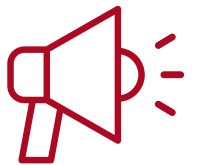
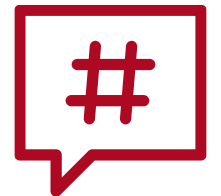
VIDEO CONTENT IS 50 TIMES

more likely to drive
organic search results
than plain text will.

Gaining Momentum



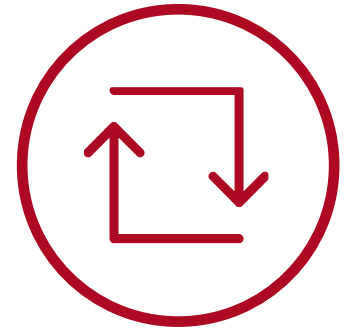
- Follow key audiences in your region
- Join Groups on the social platforms
- Promote social media handles:
 - links on your website, email signatures
 - Printed or digital pieces
- Tag key audiences and use hashtags in your posts
- Share industry content on your social accounts



Gaining Momentum

Reposting/retweeting content

- Do NOT be afraid to repost your own materials
- Do NOT be afraid to repost/share other posters!
- When you amplify someone else's content, it provides good variation in your own feed
- Just like you want other organizations to share your content...
- When an organization posts quality content, reshare it!





Dominic Di Cenzo (He/Him/él) • You

Concrete champion and Executive Director at Connecticut Concrete Pro...

1mo • 🌐



HEY! Do you know what time it is??? 🤔

¡HOLA! ¿Qué hora es?

...see more



Ron Bergamo and 37 others

5 comments • 27 shares



Gaining Momentum



Strategies to build your social network & visibility

- Engage with other organizations by following them
- Comment on their posts, share or retweet their content
- Post consistently
- Post information that shows your company expertise
- Include links in posts with a call to action



Dominic Di Cenzo (He/Him/él) • You
Concrete champion and Executive Director at Connecticut
Concrete Promotion Council
4mo • 🌐

Check out this great video "The Do's & Don'ts of Sampling Fresh Concrete" by my LinkedIn buddy from [Cajun Ready Mix Concrete, LLC](#)'s Quality Control Manager, [Eddy Smith](#).

Eddy and his fellow Cajun Ready Mixers show the do's and don'ts of calculating slump, striking off cylinders and storage and transport of the cylinders for testing. Give it a look!

Gotta love that music track too. 🎸

Thanks [Eddy](#)!

[#cajunconcrete](#) [#concretetesting](#) [#qualitycontrol](#)
[#cajunbrother](#)



👍👍👍 1,286

167 comments • 479 shares



Like



Comment



Share



Send



106,858 impressions

[View](#)



👍❤️ You and 426 others

41 comments • 6 shares



Like



Comment



Share



Send



50,272 impressions

[View](#)

Reactions



Comments

Most relevant 🔼



NRMCA's Role in Assisting You



- Call upon the NRMCA's Social Media Task Force
Co-chairs **Heather Smith & Dom Di Cenzo**
- **Gregg Lewis**, NRMCA, Exec. VP Strategy & Comm.
- **DDC Public Affairs** for BWS graphics
- **Phil Kresge**, NRMCA for Pave Ahead graphics

NRMCA's Role in Assisting You



- **Download the FREE Social Media Starter Kit**

<https://www.nrmca.org/wp-content/uploads/2021/01/Social-Media-Starter-Kit1.docx>

- **Download FREE graphics:**

<https://www.nrmca.org/membership/social-media-graphics-library/>

- **View on-demand platform specific webinars**

<https://www.nrmca.org/membership/small-producer-council/>



Social Media Graphics Library

[Home](#) > [Membership](#) > Social Media Graphics Library

In this section

[Social Media Video Library >>>](#)

Getting started with Social Media?

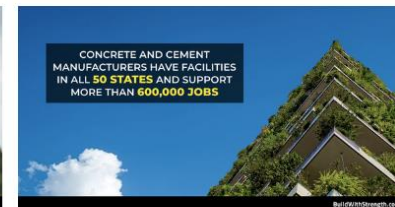
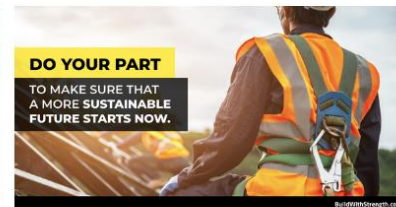
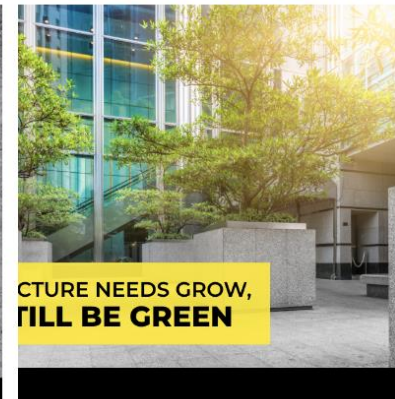
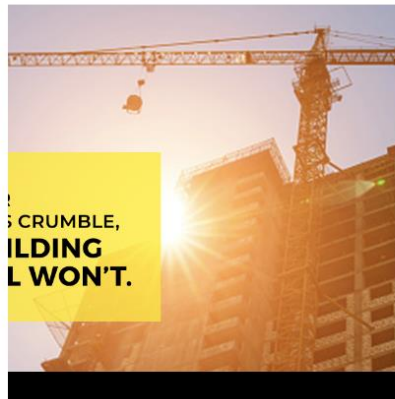
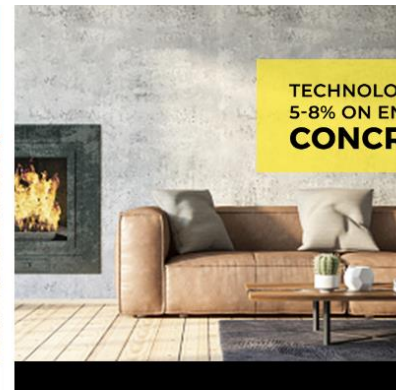
We have a Social Media Starter Kit!

(A word doc will download to your computer.)

.....

Please take our [social media survey](#) so we can find out how to help you!

To download an image for your social media use, right click on the image and chose “save image as” to your desktop or folder.



Additional Resources

Your State Association Directors:

- Alan Sparkman
- Joel Waters
- John Sorrell
- Dominic Di Cenzo available to help



Summary: 4 Easy Steps to Start



- Find where your customers are
- Create an account on that platform
- Begin posting on a schedule
- Interact with other posters

Feel free to contact or connect



<https://www.linkedin.com/in/dominicdicenzo/>

<https://twitter.com/ConcreteCT>

<https://www.instagram.com/connecticutconcrete/>

Dominic Di Cenzo (He/Him/él)

Concrete champion and Executive Director at Connecticut
Concrete Promotion Council

Talks about #concrete, #architecture, #construction, #concretedesign,
and #concreteconstruction

Cheshire, Connecticut, United States · [Contact info](#)



Connecticut Concrete
Promotion Council

4,981 followers · 500+ connections



www.nrmca.org | National Ready Mixed Concrete Association | #nrmca




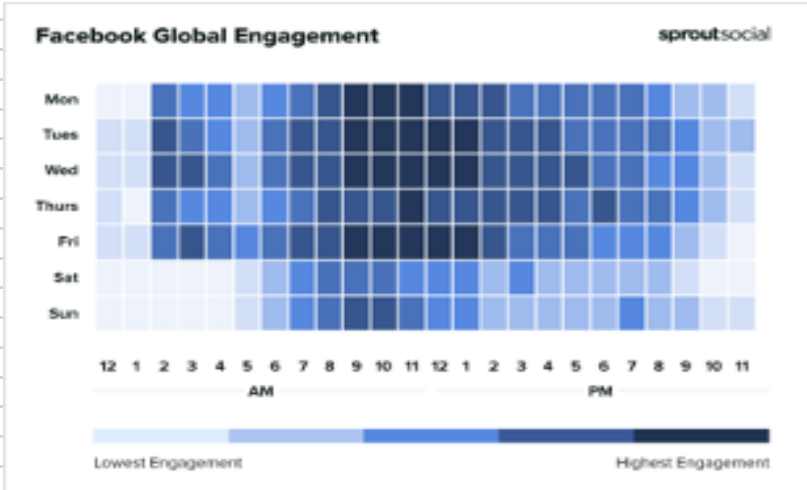
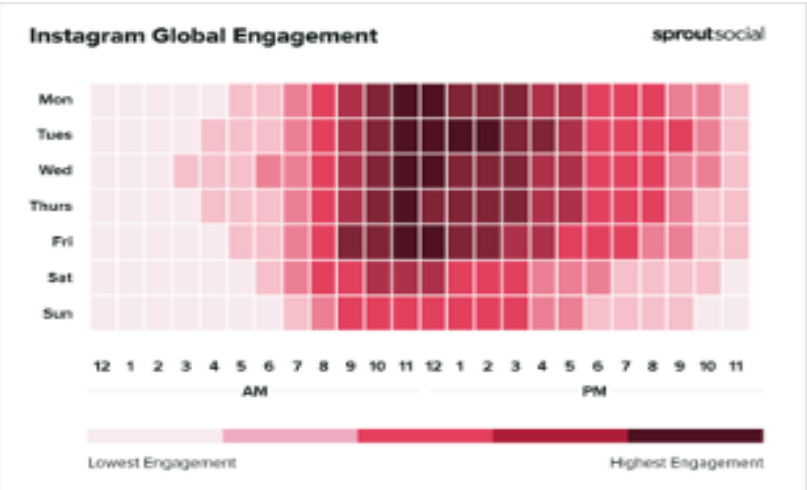
Dom Di Cenzo
203 915-0279



Questions?



Best times to post on social media

Social Network		Time Zone	Time Zone
Facebook		PT	CT
Best Time to Post	Tuesday, Wednesday and Friday 7 a.m.–11 a.m.	Tuesday, Wednesday and Friday 9 a.m.–1 p.m.	
Best Day to Post	Tuesday, Wednesday, Friday	Tuesday, Wednesday, Friday	
Worst Day to Post	Saturday	Saturday	
Twitter			
Best Time to Post	Wednesday 7 a.m.– 1 p.m., Tuesday through Thursday 7–9 a.m.	Wednesday 9 a.m.– 3 p.m., Tuesday through Thursday 9–11 a.m.	
Best Day to Post	Wednesday	Wednesday	
Worst Day to Post	Saturday	Saturday	
Instagram			
Best Time to Post	Tuesday 9 a.m.–noon, Monday through Friday 9 a.m.	Tuesday 11 a.m.–2 p.m., Monday through Friday 11 a.m.	
Best Day to Post	Tuesday	Tuesday	
Worst Day to Post	Sunday	Sunday	
LinkedIn			
Best Time to Post	Tuesday through Thursday 7 a.m.–10 a.m.	Tuesday through Thursday 9 a.m.–noon	
Best Day to Post	Tuesday and Wednesday	Tuesday and Wednesday	
Worst Day to Post	Sunday	Sunday	
			

Time Zone		Time Zone	
ET		GMT	
	Tuesday, Wednesday and Friday 10 a.m.–2 p.m.		Tuesday, Wednesday and Friday 2 p.m.–6 p.m.
	Tuesday, Wednesday, Friday		Tuesday, Wednesday, Friday
	Saturday		Saturday
a.m.	Wednesday 10 a.m.– 4 p.m., Tuesday through Thursday 10 a.m.–noon		Wednesday 2 p.m.– 8 p.m., Tuesday through Thursday 2–4 p.m.
	Wednesday		Wednesday
	Saturday		Saturday
	Tuesday noon–3 p.m., Monday through Friday noon		Tuesday 4 p.m.–7 p.m., Monday through Friday 4 p.m.
	Tuesday		Tuesday
	Sunday		Sunday
	Tuesday through Thursday 10 a.m.–1 p.m.		Tuesday through Thursday 2 p.m.–6 p.m.
	Tuesday and Wednesday		Tuesday and Wednesday
	Sunday		Sunday
