



Associated Builders and Contractors

# Membership Marketing Campaign 2022-23

Social Media: Campaign Kickoff



# Social Platforms

## Facebook, Twitter, LinkedIn, Instagram

### Facebook:

Our ABC members are given a seat at the table, always. We are stronger together than we are apart. Make your voice heard—join the nation’s driving force for today’s construction industry. Learn more: [LINK]

### Twitter:

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### LinkedIn:

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### Instagram:

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### IMAGE



### LINK

<https://www.abc.org/join>



# Social Platforms

## Facebook, Twitter, LinkedIn, Instagram

### Facebook:

A membership with ABC ensures you have access to top business management expertise, valuable networking opportunities, stronger advocacy, world-class safety and workforce development programs and exclusive savings. We provide these benefits so you can focus on what matters: your people, your business and your work. Invest in your business today—learn more: [LINK]

### Twitter:

ABC provides you access to top business management expertise, workforce development resources, stronger advocacy and exclusive savings, so you can focus on what matters: your people, your business and your work. Invest in your business today—learn more: [LINK]

### LinkedIn:

A membership with ABC ensures you have access to top business management expertise, valuable networking opportunities, stronger advocacy, world-class safety and workforce development programs and exclusive savings. We provide these benefits so you can focus on what matters: your people, your business and your work. Invest in your business today—learn more: [LINK]

### Instagram:

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# Social Platforms

## Facebook, Twitter, LinkedIn, Instagram

### Facebook:

Being a member of ABC means finding support and resources from industry leaders, advocates and professionals like you. Here, our members have access to the latest industry trends, technology and innovative practices, so you can stay at the top of your game. Explore other benefits that come with membership here: [LINK]

### Twitter:

Being a member of ABC means finding support and resources from industry leaders, advocates and professionals like you. Gain access to the latest industry trends, technology and innovative practices, so you can stay at the top of your game. Explore all our benefits: [LINK]

### LinkedIn:

Being a member of ABC means finding support and resources from industry leaders, advocates and professionals like you. Here, our members have access to the latest industry trends, technology and innovative practices, so you can stay at the top of your game. Explore other benefits that come with membership here: [LINK]

### Instagram:

Being a member of ABC means finding support and resources from industry leaders, advocates and professionals like you. Here, our members have access to the latest industry trends, technology and innovative practices, so you can stay at the top of your game. Explore other benefits that come with membership through the link in our bio.

### IMAGE



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# Social Platforms

## Facebook, Twitter, LinkedIn, Instagram

### Facebook:

Founded on the merit shop philosophy, ABC believes in open competition and free enterprise, where construction projects are awarded on merit to the most qualified and responsible low bidders. We're dedicated to helping you win that work safely, ethically and profitably. Roll up those sleeves, we've got a job to do: [LINK]

### Twitter:

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