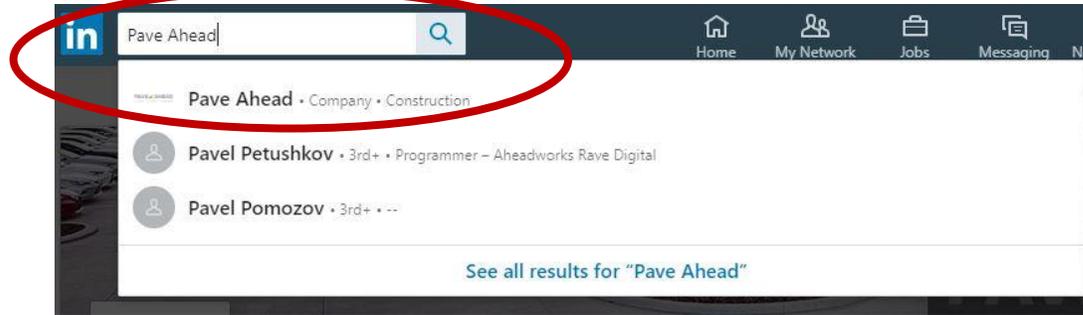


How does each of us do that?? – This is all it takes....

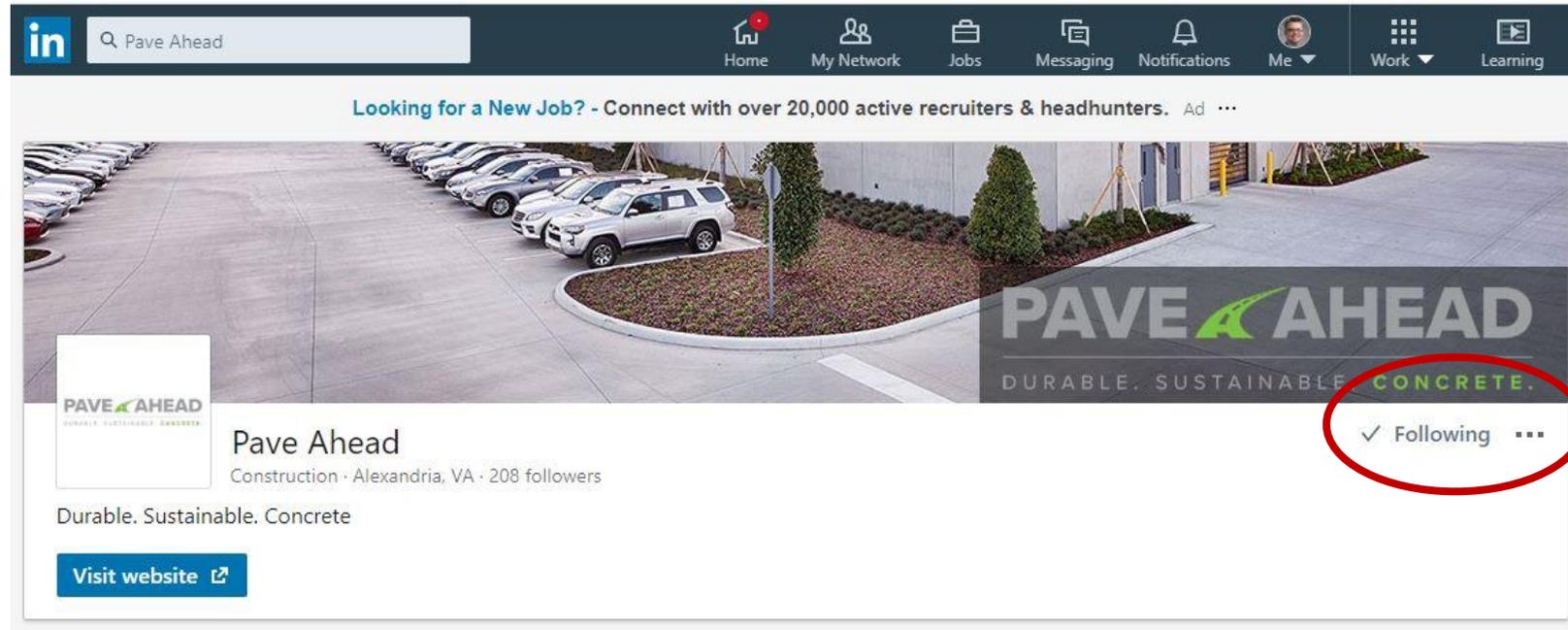
1. Log into your LinkedIn Account



2. Go to the search box at the top left of the screen. Type **Pave Ahead**, click on Pave Ahead when it pops up.

This will take you immediately to the Pave Ahead page on LinkedIn. On the right hand side of the page, click Follow.

Please repeat this step for **Build With Strength** and **National Ready Mixed Concrete Association** – you are now following all of these pages!



This is all it takes:

3. Select your content

Scroll down on the **Pave Ahead** page until you find content you want to share. Click **Like**, **Make a Comment**, Then Click **SHARE**.
Please repeat this step for **Build With Strength** and **National Ready Mixed Concrete Association**

Pave Ahead
208 followers
1w • 🌐

Sign up NOW for **National Ready Mixed Concrete Association's** Fundamentals of Concrete Webinar Series
<https://lnkd.in/enQcTVM> ...see more

NRMCA's Fundamentals of Concrete Webinar Series



This **three-part** series provides an overview of everything you need to know about the basics of working with concrete. It's perfect for beginners or those that have been in the business for years and are looking for a refresher on the latest techniques and technologies.

Be sure to register for each of the **three unique sessions**. You don't want to miss out on any of the key information or the continuing education credits.

Part 1 – Begins July 15: Focuses on the essentials of quality concrete

Part 2 – Begins August 5: Highlights forming, handling, placing, and finishing concrete

Part 3 – Begins August 26: Teaches key concrete standards, requirements, and specifications

To register:
www.nrmca.org/Education/Online_Learning

* Offered AIA Continuing Education Learning Unit (LU) or Professional Development Hours (PDH)



7

👍 Like 💬 Comment ➦ Share ✉ Send

Be the first to comment on this

This is all it takes:

3a. When you Comment (and When you Share – see next page):

Your Comment and Share should include appropriate **#hashtags** and **@mentions** whenever possible.

What does that mean?

People follow hashtags on LinkedIn – you should too!

In the search box, type **#paveahead** and then **#buildwithstrength** and click follow to build up those hashtags. You can see where these hashtags stand today.



If you go back up to the search box and click **#construction** you will see that there are **4,678,967** followers of this hashtag. That offers great additional potential exposure for your comment when you use it!



This is all it takes:

3b. When you Share – or create your own content with a photo, etc.:
Your Share or new post should include appropriate [@mentions](#) too.
Those mentions drive “views” of the content – you should do this!

You can see I have used the hashtag [#concrete](#) (48,467 followers).

I have also mentioned [CONEXPO-CON/AGG](#), [Mississippi Concrete Association](#), [Cemstone](#), [Minnesota Concrete Council](#) and ended with [#BuildWithStrength](#) and [#PaveAhead](#)

In 2 days this post has been viewed by 1,720 individuals on LinkedIn. It is already trending on the [#concrete](#) page. It has received 44 reactions and 11 comments.

Why does this matter?
If I can do it, so you can you!

We have many hundreds of member companies and state affiliates and partners with LinkedIn Pages. These groups have tens of thousands of employees on LinkedIn. Our willingness to take **5 MINUTES A DAY** to do this will elevate our industry in significant ways with the Business-to-Business audiences.

You are the Promotion Committee of the National Ready Mixed Concrete Association – if we don’t support our industry through this channel who will?

 **Gregg Lewis**
Executive Vice President, Promotion Strategy and Communications
2d • 🌐

My journey working in the [#concrete](#) industry has afforded me the chance to meet and work with some of the most talented, thoughtful, and humble folks you could ever want to know. No truer than these two world-class gentlemen and promoters. We're virtual today but this picture from [CONEXPO-CON/AGG](#) helps me to look forward to our next in-person event. Keep on rocking at [Mississippi Concrete Association](#) and [Cemstone](#) and [Minnesota Concrete Council](#) - [#BuildWithStrength](#) [#PaveAhead](#)



with John D. Lee, P.E. and 1 other

44 • 11 Comments

Reactions



Like Comment Share Send

1,720 views of your post in the feed