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.
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?