

# Social Media Guidelines

A wealth of opportunities to share information and inspire people to consider a career in construction.



# Core messages

**Go Construct exists to shed light on the construction industry, to showcase and celebrate the exciting and rewarding opportunities it offers for everyone.**

**There are key messages and principles for how Go Construct looks, feels, sounds and behaves and we'd like you to consider them when sharing social media content.**

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## **We innovate**

We pioneer new tech and practices as we evolve to meet future needs.

## **We welcome all**

We work together and we thrive when everyone contributes their best.

## **We offer a variety of roles**

Our sector is huge, offering real opportunities to advance in many ways.

## **We champion independence**

We are always open and there are many ways to work beyond the 9-5.

## **We reward expertise**

We value the highly skilled individuals who drive our success.

# What the toolkit does

**We've provided you with information and guidance to help you promote the efforts of Go Construct and communicate across social media the opportunities that construction offers.**

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To present an attractive and inspiring vision of a very modern construction industry you can support by:

- Sharing information produced by Go Construct
- Follow the Go Construct platforms and keep up to date with new social media and website content
- Engage us to support your events, activities and content

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Keep reading for tips and advice on sharing social media content including ready-made posts and assets for you to use.

# How to engage with us on social media

Engagement means the different ways you are able to interact with the Go Construct social media channels and the posts we share.

Go Construct has social media channels that are active with an engaged audience. There are a number of ways you can engage with us and keep up-to-date with the latest news and discussions.

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## Follow us, like and share our content

Twitter: [@GoConstructUK](#)

Instagram: [@GoConstructUK](#)

Facebook: [@GoConstructUK](#)

YouTube: [Go Construct](#)

## Shareable assets and templates

We have produced a range of assets which you are able to share on your own social media channels. This includes brand visuals, still assets, videos and links to Go Construct resources, which showcase and celebrate the opportunities available in the construction industry.

## Slide into our DMs

Our community managers monitor our social media inboxes on a daily basis.

If there is anything you would like us to support, share with our network or help promote, feel free to send us a private message or email the team on: [info@goconstruct.org](mailto:info@goconstruct.org)

# How to engage with us on social media

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## Create your own content

Social media content generally means anything that has been posted or shared via social media channels. This could be a post, image, video etc.

Since Go Construct is a platform for promoting everything about careers in the construction industry, creating your own unique content which we can share is an effective way to raise awareness of the opportunities available.

## Some ideas to get you started

- A day in the life of you or your employees working
- A Q&A session answering audience questions about what you do for work
- Sharing photos and videos from an event
- Information about an upcoming event
- Career opportunities

# Sample social media posts – generic information

Here are some examples of posts for social media that you can share on your own channels to help promote Go Construct.

Branded visuals and logos to accompany posts can be found in the shareable assets pack.

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## Twitter post (280 Characters)

If you want to learn about #Careers in #Construction, the entry routes and the support available, be sure to head over to @GoConstructUK.

They're showcasing all of the exciting and rewarding opportunities that are on offer in our industry.

↪ <http://bit.ly/2PHICAM>

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## Instagram post

Find your dream job in #Construction today!

With rewarding opportunities and over 170 career paths available, head over to @GoConstructUK to explore the entry routes and support available to get your career started in construction.

Link in bio to find out more!

\*links cannot be embedded on Instagram\*

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## Facebook post

Are you considering a career in construction? Unsure which path to go down? Go Construct have got you covered!

Check out the @GoConstructUK page to learn about over 170 different job roles, entry routes and how to apply for apprenticeships.

It's time to find your perfect career!

↪ <http://bit.ly/2PHICAM>

# Sample social media posts – Career Explorer Tool

A short video and still assets can be found in the shareable assets pack.

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## Twitter post (280 Characters)

If you're thinking about a new career in construction, the @GoConstructUK Career Explorer quiz could help you find the right job based on your skills and personality.

Give it a go and let us know what results you get!

⇒ <http://bit.ly/3cgPrTs>

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## Instagram post

Do you ever wonder what the perfect career is for you?

@GoConstructUK are able to help! The Career Explorer quiz assesses your skills and personality to find the best job to suit you within the construction industry.

Check it out and see if you surprise yourself. This could be the start of something new!

Follow the link in bio.

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## Facebook post

Go Construct have made it so simple to find your dream job in construction 🔍

The #Construction industry offers a variety of job roles and it is often hard to know what is right for you.

Try out the @GoConstructUK Career Explorer quiz which matches your skills and personality to a job role that is right for you!

Give it a go ⇒ <http://bit.ly/3cgPrTs>

# Sample social media posts – Interactive Careers Map

A short video and still assets can be found in the shareable assets pack.

**NB: we have used emojis which might not display dependent on your computer system/software.**

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## Twitter post (280 Characters)

Are you looking for a new challenge in the #ConstructionIndustry? The @GoConstructUK Interactive Careers Map might be just what you need.

Travel through the interactive maps and investigate the areas within construction and all the roles available.

↪ <https://bit.ly/2UHb4Ie>

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## Instagram post

If you're confused about potential job roles or feel like you need more answers, check out the @GoConstructUK Interactive Careers Map ☐

From house building to off-site manufacturing, Go Construct have got you covered.

Follow the link in bio to try it out!

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## Facebook post

Have you ever wanted to become part of the construction industry but not sure which job role is right for you? @GoConstructUK have provided a tool which helps make this decision even easier!

Try out the Interactive Careers Map which showcases the areas within construction and job roles available.

↪ <https://bit.ly/2UHb4Ie>



# Sample social media posts – job roles

Various images to support the below posts can be found in the shareable assets pack.

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## Twitter post (280 Characters)

Want to know more about your #FutureCareer within the #Construction industry?

@GoConstructUK have an A-Z guide of construction jobs explaining all the information you'll need.

Let us know what you think!

🔗 <https://bit.ly/2G8Evwc>

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## Instagram post

There is a role in construction for everyone and @GoConstructUK wants you to find the perfect role.

Check out the Go Construct A-Z guide of job roles within the construction industry. It highlights how to get started, what training you'll need, how to find a job or apprenticeship and so much more!

Link in bio to head straight to the Go Construct website to find out more 🙌

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## Facebook post

There are so many jobs within the UK construction industry, it can become daunting to know which path to take.

@GoConstructUK have put together a guide of all the roles within construction, outlining information about how to get started, training, salary and much more.

Follow the below link to discover more.

🔗 <https://bit.ly/2G8Evwc>

# Sample social media posts – stories of people

Various images to support the below posts can be found in the shareable assets pack.

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## Twitter post (280 Characters)

Do you know what it is really like to work in the #ConstructionIndustry?

Head over to the @GoConstructUK website to read through first hand stories from employees within the industry. 🖱️

🔗 <https://bit.ly/3hyHwCL>

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## Instagram post

Construction story alert 📸

Have you ever wondered what the day-to-day job of a Section Engineer, Assistant Site Manager or Trainee CAD Technician looks like?

Click the link in bio to be taken to the @GoConstructUK page to hear all the ins and outs of working within the construction industry.

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## Facebook post

Are you thinking of becoming part of the #Construction industry? Take a look at these stories from people working within the construction industry across the UK.

Find out how they got into the industry, what they do, and tips on working in their fields.

Head over to the @GoConstructUK website using the link below.

🔗 <https://bit.ly/3hyHwCL>

# Sample social media posts – animated videos

The animated video about “How do I apply for an apprenticeship?” can be found in the shareable assets pack.

**NB: we have used emojis which might not display dependent on your computer system/software.**

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## Twitter post (280 Characters)

If you are thinking about applying for an #Apprenticeship this video could help ☐

@GoConstructUK offer support and advice to anyone over 16 living in England, Scotland or Wales, who are interested in apprenticeships!

🔗 <https://bit.ly/2B1I2Kb>

## Instagram post

Are you looking to work in the #ConstructionIndustry and think an #Apprenticeship is the path for you?

@GoConstructUK have got the best steps on how to become an apprentice!

Click the link in bio to find out more advice for this career move ☐

## Facebook post

Find out the key steps of how to become an apprentice in the #Construction industry today!

If you are over 16 years old and live in England, Scotland or Wales, an apprenticeship could be your next career step. @GoConstructUK offer lots of support on this process.

Click the link below to find out more.

🔗 <https://bit.ly/2B1I2Kb>

# Sample social media posts – animated videos

The animated video about “careers in construction” can be found in the shareable assets pack.

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## Twitter post (280 Characters)

Let’s find a career in construction that is right for you!

#Construction offers a chance to be part of something bigger and to shape the places where communities work and play.

@GoConstructUK provide advice to find your perfect role within construction!

⇒ <https://bit.ly/3g5scwQ>

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## Instagram post

Fancy a career in construction?

With over 170 different roles to choose from, whatever your skills and ambitions, @GoConstructUK want to make your choice easier.

From designing affordable housing, or laying the foundations for cities, your new job could be just around the corner.

Check out @GoConstructUK for more information on the different roles within the construction industry.

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## Facebook post

Construction offers so many avenues that are ready to be explored by you!

@GoConstructUK have an A-Z guide of over 170 different job roles within the #Construction industry. From housebuilding, commercial, infrastructure, or off-site manufacture, each area of construction offers a chance to be part of something bigger.

Follow the link to find out more information! ⇒ <https://bit.ly/3g5scwQ>

# Sample social media posts – animated videos

The animated video about “careers in construction” can be found in the shareable assets pack.

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## Twitter post (280 Characters)

Considering a career in #Construction and want to know what route is best for you?

@GoConstructUK have provided loads of tips to get you off to a great start within the construction industry today!

Check out this link to get started 🙌

🔗 <https://bit.ly/3gdpfeb>

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## Instagram post

With so many ways to enter a career in construction, it can be difficult to know where to start! @GoConstructUK want to relieve some of the pressure.

Find out everything you need to know about routes into construction. Click on the link in bio to access all of the resources available!

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## Facebook post

Do you want to know some tips for finding a career in #Construction?

Head to @GoConstructUK Career Explorer to match your abilities with job roles in construction. 🔗 <http://bit.ly/3cgPrTs>

There are so many different routes within construction, think about the things you love to do and your skills and hobbies. Head over to the link below to get started.

🔗 <https://bit.ly/3gdpfeb>

# Top tips for posting

**We've outlined some top tips and tricks that you can apply to your social media posts.**

**There are some simple best practice principles that you can follow to help your social posts stand out and be discovered by new audiences.**

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## Tag Go Construct

We'll be notified on your post and, if appropriate, can share to our network.

## Link shortener

Shorter links not only help keep within the character limit, they keep posts looking clean and professional. We recommend using a tool such as bit.ly so that you can track the performance of your links.

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## Use relevant hashtags

Hashtags help your posts reach more people and show your posts via on-platform searches.

Best practice to ensure hashtags are accessible for all is to put a capital letter for each new word i.e. #GoConstruct #ConstructionCareers

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## Include images and video

Posts that include images or video consistently outperform those without. Make sure your images and video are the right size and length for the platform.

Sprout Social have guidelines for the most up to date sizes for social platforms which can be found by heading to their website – [www.sproutsocial.com](http://www.sproutsocial.com).

# Content calendar

There are key dates throughout the year which we support, generate social media content for and get involved in the conversation around the topics. We've collated a 2022 calendar for you so that you can plan your activity around the key dates.



# Thank you

If you have any questions about Go Construct, the social media toolkit or have opportunities for collaboration, we'd love to hear from you.

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Any questions?

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Get in touch by emailing: [info@goconstruct.org](mailto:info@goconstruct.org)

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Using the subject "Go Construct content"

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