

## SUPPORT THE POST-TENSIONING INSTITUTE BY SHARING THE WORD ON SOCIAL MEDIA

Dear Member,

Share the following caption and graphic on your favorite social media accounts. This is a great way to engage your network and help promote the Post-Tensioning Institute's participation in the 2024 World of Concrete.

Feel free to customize this caption further to fit your social media style and add any relevant hashtags or additional information as needed. If you need help posting, please follow our general instructions on how to post on Facebook, Twitter, Instagram, and LinkedIn, on the next pages.



### Facebook, Instagram, and LinkedIn Caption:

Join me in supporting the Post-Tensioning Institute at the 2024 World of Concrete in Las Vegas, Nevada! 🏗️ Use source code A28 when registering to be a part of this industry-leading event. 🌟

📅 Exhibits: January 23-25, 2024

🎓 Education: January 22-25, 2024

As part of World of Concrete's Industry Training program, PTI will offer four Certification Workshops. Don't miss this opportunity to level up your skills and knowledge!

🔥 **Promo Code Advisory:** Get \$25 off Exhibits-Only Admission when you register online. Note that this discount applies to new contractor registrations and is subject to business type verification. It's a limited-time offer, so secure your spot now! 🛒

Let's strengthen the future of post-tensioning together! 🤝 #WorldOfConcrete2024 #PTI #ConstructionIndustry

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BY SHARING THE WORD ON SOCIAL MEDIA**

**pti** POST-TENSIONING INSTITUTE  
*Strength in Concrete*

*Let's strengthen the future of*  
**POST-TENSIONING** *together!*

**CLICK HERE TO SHOW YOUR SUPPORT**

Source Code: A28    www.post-tensioning.org/woc    Booth: C4205

**Twitter Caption:**

☀️ Join us in supporting the PTI at the 2024 WOC event in Las Vegas, NV. Together, we're strengthening the future of the post-tensioning industry! 💪

👤 Use source code A28 when registering and enjoy \$25 off Exhibits-Only Admissions online. [#WorldOfConcrete2024](#) [#PTI](#)

## **SUPPORT THE POST-TENSIONING INSTITUTE BY SHARING THE WORD ON SOCIAL MEDIA**

Dear Member,

Below are general instructions on how to do this on popular social media platforms like Facebook, Twitter, Instagram, and LinkedIn:

### **For Facebook:**

1. Log in to Facebook: Visit [www.facebook.com](http://www.facebook.com) and log in to your account.
2. Navigate to the Post Composer:
  - On your News Feed, click the “What’s on your mind?” field at the top. This is where you create new posts.
3. Add Your Graphic:
  - Click on the camera icon or “Photo/Video” button to upload your graphic. Select the image file from your device.
4. Compose Your Caption:
  - In the same post composer, write your caption in the text field. You can include hashtags and mentions as needed.
5. Customize Your Post:
  - You can choose who can see your post (public, friends, custom audience, etc.) by adjusting the audience settings.
  - You can also add more context to your post by tagging friends, adding location, or feeling/activity.
6. Preview and Post:
  - Review your post to ensure the graphic and caption are as you want them.
  - Click the “Post” button to share your graphic and caption on Facebook.

### **For Twitter:**

1. **Log in to Twitter:** Go to [www.twitter.com](http://www.twitter.com) and log in to your Twitter account.
2. **Compose a Tweet:**
  - Click the “Tweet” button, typically located at the top right on the Twitter homepage.
3. **Add Your Graphic:**
  - Click the “Add photos or videos” button to upload your graphic. Select the image file from your device.
4. **Compose Your Caption:**
  - In the same tweet composer, write your caption within the character limit (usually 280 characters).
5. **Customize Your Tweet:**
  - You can mention other Twitter users by typing “@” followed by their username.
  - Use hashtags to make your tweet discoverable to a broader audience.
6. **Preview and Tweet:**
  - Review your tweet to ensure the graphic and caption are as you want them.
  - Click the “Tweet” button to share your graphic and caption on Twitter.

## **SUPPORT THE POST-TENSIONING INSTITUTE BY SHARING THE WORD ON SOCIAL MEDIA**

### **For Instagram:**

- 1. Log in to Instagram:** Open the Instagram app on your mobile device and log in to your account.
- 2. Start Creating a New Post:**
  - Tap the “+” button at the bottom center of the screen to create a new post.
- 3. Add Your Graphic:**
  - Select the image or video you want to share from your device’s gallery.
- 4. Compose Your Caption:**
  - In the caption field, write your caption. Instagram allows longer captions compared to Twitter.
- 5. Customize Your Post:**
  - You can add location, tag people, and select other settings like sharing to multiple social media platforms simultaneously if desired.
- 6. Preview and Share:**
  - Preview your post to ensure the graphic and caption are as you want them.
  - Tap the “Share” button to post your graphic and caption on Instagram.

### **For LinkedIn:**

- 1. Log in to LinkedIn:** Visit [www.linkedin.com](http://www.linkedin.com) and log in to your LinkedIn account.
- 2. Navigate to the LinkedIn Feed:** From your LinkedIn homepage, locate the “Start a post” box at the top of the feed. This is where you create new posts.
- 3. Add Your Graphic:**
  - Click the “Image” icon or “Document” icon (depending on your device) to upload your graphic. Select the image file from your device.
- 4. Compose Your Caption:**
  - In the text box below the graphic, write your caption. You can use up to 1,300 characters, but concise and engaging captions tend to perform better.
- 5. Customize Your Post:**
  - You can choose who can see your post by adjusting the audience settings (public, connections, specific groups, etc.).
  - Add relevant hashtags to increase the discoverability of your post.
  - Mention people or companies in your post by typing “@” followed by their name or company name.
- 6. Preview Your Post:**
  - Take a moment to review your post, ensuring the graphic and caption are as you want them.
- 7. Optional: Add Additional Media:**
  - You can add more images, videos, or documents to your post by clicking the respective icons below your caption.
- 8. Share Your Post:**
  - Click the “Post” button to share your graphic and caption on LinkedIn.

That’s it! You’ve successfully shared a graphic with a caption on popular social media platforms like Facebook, Twitter, Instagram, and LinkedIn.