

A blurred background image showing several people holding and looking at their smartphones. The focus is on the devices, with the people's faces and bodies out of focus. The image has a warm, slightly desaturated color palette.

AOE PORTFOLIO

SOCIAL MEDIA

ABOUT AOE



With roots dating back to the early 1990s, Advancing Organizational Excellence (AOE) is an association management, event planning and marketing consulting firm with unique expertise in the design and construction industry.

Our 80-plus team members have experience in all aspects of business in this industry, ranging from strategic planning and operations to membership, marketing, certification, training, code advocacy and adoption and more.

AOE is committed to providing best-in-class services and putting our profits right back into the industries we serve. When you hire AOE, you invest in yourself, and you invest in your industry.

Social media is about dialog: real-time discussions that bring people together to discover and share information. The AOE Team can perform an audit on your existing social media accounts or help you create them from scratch, whether it's Facebook, X, LinkedIn, YouTube, Instagram, TikTok or other mediums. We can also provide introductory and advanced training sessions on social media, develop social media policies for your organization, write content and create graphics for your social media platforms, and measure and record ROI.

Running a great social media campaign is an effective way to let the world know about your products, service offerings, core values as well as build your brand. AOE is here to help.

CLIENTS FEATURED IN THIS PORTFOLIO

- [American Concrete Pumping Association \(ACPA\)](#)
- [National Ready Mixed Concrete Association \(NRMCA\)](#)
- [NEU: An ACI Center of Excellence for Carbon Neutral Concrete](#)
- [Reede Construction](#)



ADDITIONAL AOE SOCIAL MEDIA CLIENTS



WHY WORK WITH AOE?

- Experience that Builds Success! For almost three decades, AOE has been a trusted leader in association management, event planning, and marketing consulting. With deep roots in the design and construction industry, we bring unique expertise and connections to every project.
- Invest in Impact, Invest in AOE. At AOE, your trust fuels a greater purpose—we reinvest our profits back into the industries we proudly serve. This not only strengthens the industry but also allows us to keep our pricing competitive. Learn more about our story here.
- 80+ Specialists. Unlimited Possibilities. Our team of more than 80 experts excels in their craft, blending extensive experience with bold, creative visions for the future. We're here to serve you with dedication and innovation every step of the way.
- We recognize your organization's individuality and the unique needs that you have—we are ready to collaborate with you as much or as little as you like. Many of our clients view us as an extension of their internal team—your goals are our goals.



American Concrete Pumping Association

We Are Safer Together Jobsite Safety Campaign

THE CLIENT

Founded in 1974, the nonprofit American Concrete Pumping Association (ACPA) serves as an advocate for the concrete pumping industry. The ACPA is committed to promotion, education and safety for its members and all those coming into contact with a concrete pump on the construction job site.

PROJECT OVERVIEW

AOE worked with the ACPA to develop and launch an industrywide safety campaign that brings heightened awareness of ASME B30.27, the safety standard for material placement systems, to concrete pumpers and contractors. The campaign highlights the responsibilities of each trade working with or around a concrete pump under the standard—with the ultimate goal of keeping every person on a job site safe.

As part of the campaign's strategic plan, AOE created a promotion toolkit for Coalition members and industry partners that includes social media graphics, videos/reels and sample messaging to post on various channels. Leading by example, these materials are included in ACPA's social media efforts, which are managed by the association in partnership with AOE.

From January 2023 through April 2025, more than 6,000 users have visited the campaign microsite.

Social media services provided by AOE to support the campaign include:

- Social media strategy and planning
- Social media management
- Content development
- Graphics and videos/social media reels



At ACPA, we are excited that the safety campaign website has received international recognition by marketing and communications professionals. We also are thankful for the concrete industry leaders who have stepped up to support this campaign, and we are actively seeking more organizations, including concrete contractors, to join our coalition. Together, we will raise awareness and help create a safer work environment for everyone.

CHRISTI COLLINS

Executive Director, ACPA



National Ready Mixed Concrete Association

Supporting the Association's State Affiliates

THE CLIENT

The National Ready Mixed Concrete Association (NRMCA) is a national organization that represents and serves the ready mixed concrete industry. Founded in 1930, this organization approached AOE to help further its efforts to support state affiliates across the United States.

PROJECT OVERVIEW

In 2017, NRMCA identified a need for state affiliates to establish a more consistent presence on LinkedIn, Facebook and X (formerly Twitter) that delivers key messages about their activities and objectives. AOE worked with the association to survey affiliates and develop a comprehensive social media strategy that involves NRMCA supporting affiliates' efforts through distributed social content. Outlined in the plan were target audiences, key messages, preferred industry sources and desired voice and tone.

Following the strategic plan, AOE has been drafting content on a monthly basis for NRMCA affiliates to post on LinkedIn, Facebook and Twitter several times per week. These industry-related posts serve to supplement each affiliate's individual social media plan.

Social media services provided by AOE to support the campaign include:

- Social media strategy and planning
- Content development


Oklahoma Ready Mixed Concrete Association
+ Follow
899 followers
3w •

In the fast-paced schedules of today's modern [#construction](#) projects, proper curing of [#concrete](#) is still a critical step. [ForConstructionPros](#) provides practical, job-tested advice to help prioritize curing while keeping the job moving and avoiding unnecessary headaches

<https://ow.ly/AXC350WYTvi>


Jobsite Concrete Curing: Essential Pro Tips
[forconstructionpros.com](#)

4


Illinois Ready Mixed Concrete Association
+ Follow
424 followers
3mo •

Concrete in Life 2024/2025 : GCCA
[gccassociation.org](#)
1
1 repost

Colorado Ready Mixed Concrete Association
+ Follow
1,463 followers
4mo •

What OSHA's PPE Rule Revision Means for Women in Concrete
[forconstructionpros.com](#)
2
1 repost


NEU: An ACI Center of Excellence for Carbon Neutral Concrete

Validation and Verification Program Promotion

THE CLIENT

NEU was established in 2022 by the American Concrete Institute to address advancing the reduction of carbon in the built environment. NEU's vision is to lead the global concrete industry in advancing reduced-carbon concrete technologies, empowering all stakeholders to build a sustainable future.

PROJECT OVERVIEW

In the Spring of 2025, NEU introduced its third-party Validation and Verification Program for materials and technology in the cement and concrete industry. AOE was contacted to aid NEU in its marketing efforts. NEU established a need for a presence on LinkedIn and Facebook. AOE worked with NEU on the strategic plan, target audience and key messages.

AOE has been key in delivering the awareness and importance of the program.

Social media services provided by AOE to support the campaign include:

- Social media strategy and planning
- Content development

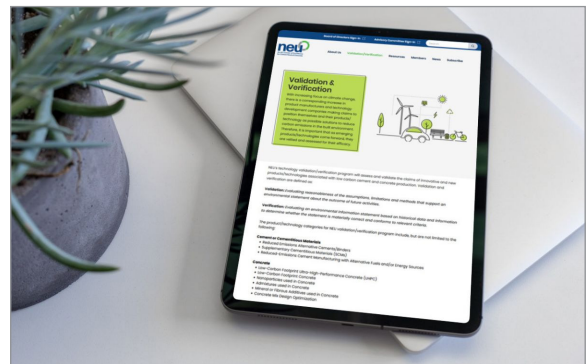
From a 90-day period in mid-March 2025 through mid-May 2025, NEU has had **12,245 impressions** and **375 engagements** on LinkedIn with **1,167 followers**. Facebook, with **231 followers**, had **3,009 impressions** and **286 engagements**.



AOE has been indispensable to NEU from day one. By helping NEU with recognition and publishing our achievements, to creating our important information resources such as our website, AOE has been there every step of the way. NEU has grown in recognition and respect due to partnering with AOE.

JOHN GLUMB

Acting Executive Director, NEU



Explore NEU's comprehensive validation and verification programs for innovative reduced-carbon cement and concrete technologies.

Ensure your products meet the highest standards in reducing carbon emissions.

[LEARN MORE](#)



neuconcrete.org
248-848-3780



Reede Construction

"Why Reede?" Campaign

THE CLIENT

Since incorporating in 1993, Reede Construction, Inc. has rapidly grown in areas of expertise in construction management and concrete paving. Reede Construction's area of work has been in the Upper Midwest with primary markets in North and South Dakota and secondary markets in Minnesota and Nebraska.

PROJECT OVERVIEW

In early 2025, Reede Construction's focus was on hiring not only seasonal workers but also a workforce development director and a construction manager. In addition, they wanted to build a website where potential employees could go to learn more about the company's culture and current job openings, and apply for a job—an all-in-one easy-to-navigate microsite.

AOE was initially contacted by Reede Construction to manage its social media efforts and develop a careers microsite. AOE began by developing a strategic social media plan and a design plan for the microsite. Once completed, the microsite features a video of one of the company's leaders addressing the company culture, testimonials for current employees on "Why Reede?" and other attention-getting aspects.

Social media services provided by AOE to support Reede Construction's hiring efforts include:

- Social media strategy and planning
- Content development, including:
 - Employee testimonials and spotlights
 - Construction work updates
 - Promoting two vital positions to be filled as well as general "join us" posts encouraging qualified candidates to apply for available seasonal positions

From the start of AOE's work with Reede Construction in late January through early June 2025, the company's LinkedIn account alone experienced a **641% increase in impressions**, a **1,021% increase in reactions**, a **450% increase in comments**, a **2,300% increase in reposts** and an **18.5% increase in followers**.

“

In the short time working with AOE, RCI has seen significant improvement to our social brand, as well as the professionalism that we portray socially. Through AOE's team we've been able to collaborate to ensure that the content we share is aligned with our mission and core values, while remaining attractive to the social viewer. They consistently perform for us at a high level, it has been great a partnership.

GUS REEDE

Construction Manager III, Reede Construction





RECAP

Your social media strategy is an important part of marketing communication efforts. If effectively planned and implemented, social media can help engage your audience, build trust and effectively deliver marketing messages. AOE has a wealth of experience in providing social media services to clients of all sizes and can help you structure an approach to social media that will generate results.

SOCIAL MEDIA SERVICES

- Social media strategy and planning
- Social media management
- Content development
- Campaigns
- Monitoring and analytics
- Social media graphics
- Social media training
- Influencer marketing
- Paid media and targeted digital advertising
- Forum and platform contributions

NEXT STEPS

Thank you for taking the time to browse our portfolio of social media projects. We appreciate the opportunity to share our work with you and look forward to answering any questions you may have about our offerings. Learn more about how AOE can help your organization reach its audience by visiting our [social media service page](#).

You can reach the AOE Team via email, our website or by phone:



info@aoeteam.com



aoeteam.com



+1.248.516.1101

You can also find us at:

[Facebook](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

[Spotify](#)

