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SMACNA ANNUAL CONVENTION

Maui, Hawaii

OCTOBER 26-29



How Social Media Can Impact Your Business

Cody Shook

Director of Social Media, SMACNA National

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Introduction

Cody Shook

Director of Social Media, SMACNA

Two Bachelor's degrees - West Liberty University

Master's degree - Syracuse University

In my free time, I like to travel, work out, and go to sporting events.





3 Goals of This Presentation

Provide you with social media best practices

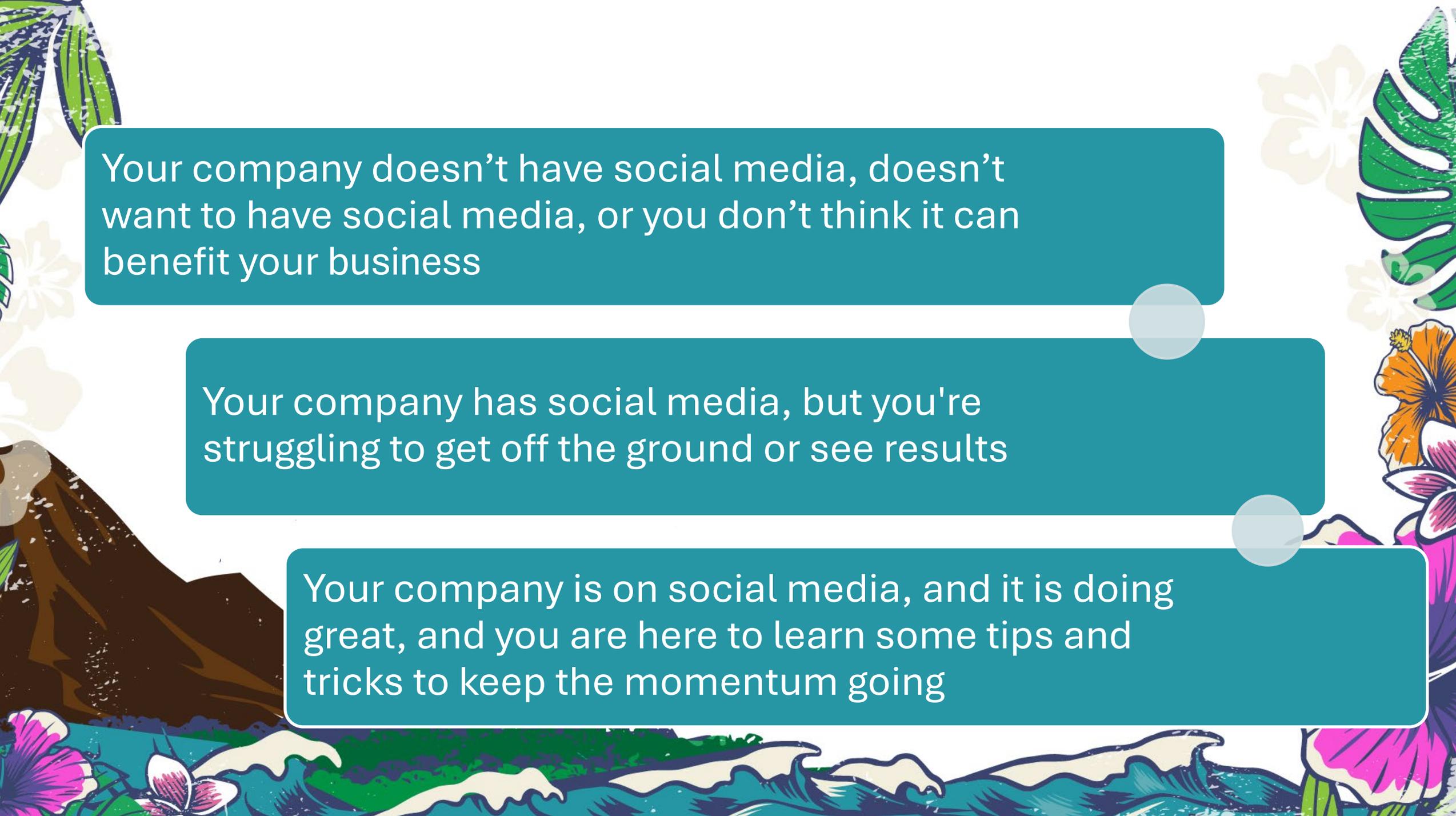
Show you what SMACNA National can do to help your business grow on social media

Show you that social media is worth your company's time

How Does Your Company Use Social Media?

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A decorative illustration at the bottom of the slide depicts a tropical beach scene. On the left, there are brown mountains. In the foreground, there are blue waves with white foam. Several pink and purple hibiscus flowers are scattered throughout the scene, including a large one on the right side. The background behind the waves is a solid yellowish-orange color.



Your company doesn't have social media, doesn't want to have social media, or you don't think it can benefit your business

Your company has social media, but you're struggling to get off the ground or see results

Your company is on social media, and it is doing great, and you are here to learn some tips and tricks to keep the momentum going

Social Media Best Practices and Tools for Success

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What Platforms Should Your Business Be On?

Priority Platforms

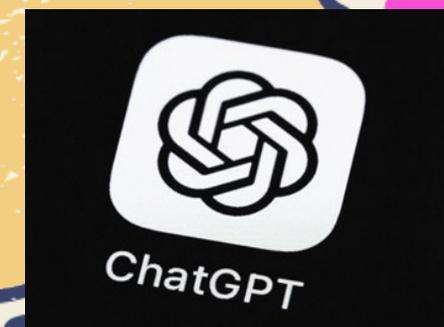


Secondary Platforms



Tools

- Scheduling posts in the apps directly
- Third party tools provide analytics (\$)
- Free resources (with paid upgrade option)
 - Capcut (videos with captions)
 - Canva (graphics)
 - Grammarly (typos)
 - ChatGPT (coming up with captions or content calendar/schedule)



Need to Know

Music

- Copyright music on videos*
*There is potential to get sued by Justin Bieber or Taylor Swift... Don't take that chance
- Royalty-free audio options:
 - www.bensound.com
 - CapCut
 - TikTok
 - Instagram

Images and Captions

- Safety Guidelines (PPE) in place for all photos
- Don't put links in Instagram captions
- Tag people and places
- Do not upload proprietary information into an AI database

How to React on Social Media

Exciting news! The doors to our brand new library are finally open! Join us for a day of exploration, discovery, and community as we celebrate this fantastic addition to our neighborhood. This project wouldn't have been completed without Johnson Inc. and SMART Local 123!



 Like

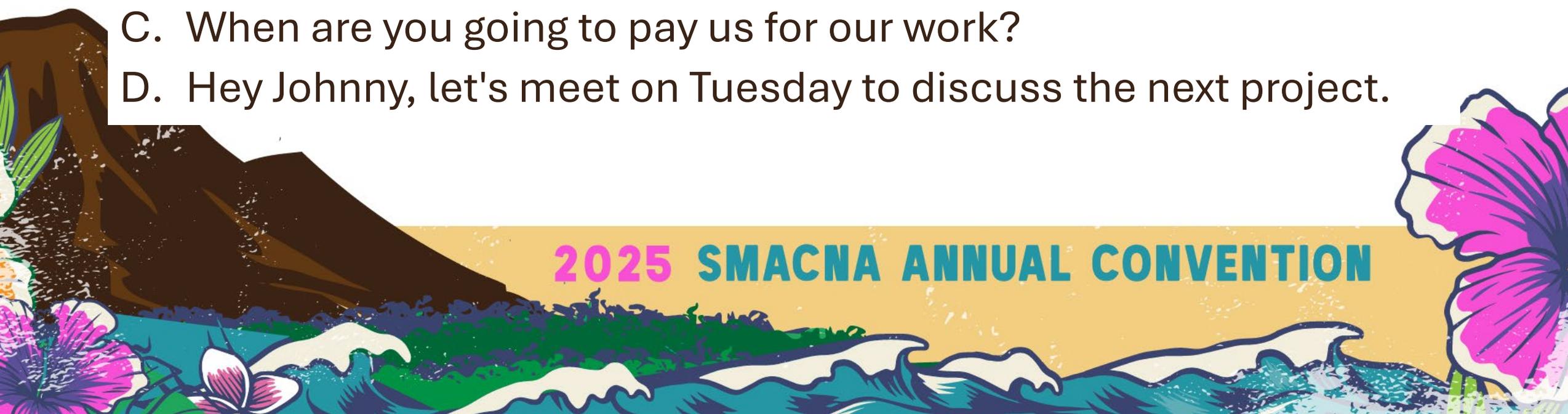
 Comment

 Share

Quiz Time!

How should you interact when you see the library post the final project:

- A. Awful working with you...
- B. What a big win for our community! It was great working on this!
- C. When are you going to pay us for our work?
- D. Hey Johnny, let's meet on Tuesday to discuss the next project.



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Engaging with Collaborators

 **Intech Mechanical** 2,570 followers
13h · 🌐

A huge thanks to the Otto Construction team for leading this project with excellence. This project is a testament to what's possible when collaboration & building expertise come together. We look forward to seeing these new ...more

 **Otto Construction** 6,896 followers
3w · 🌐

[+ Follow](#)

Shaping spaces for future learning at ARC Natomas Center — and making great progress along the way. 🧑‍🔧 ✨

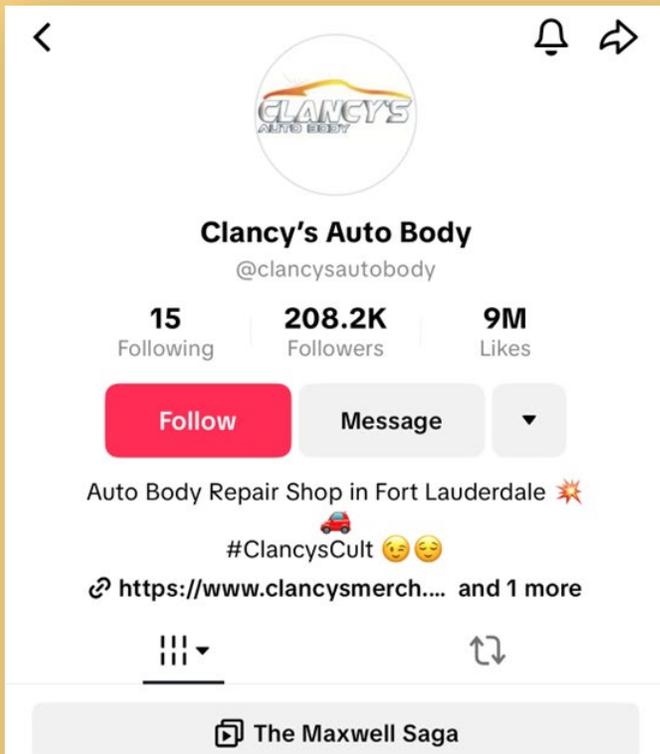
We're currently transforming the courtyard, installing durable epoxy floors in the science labs, and completing ongoing glazing. The plaster system and exterior brickwork are now finished, marking major milestones. Up next: finalizing lab casework and wrapping up MEP installations as we bring this project closer to the finish line!



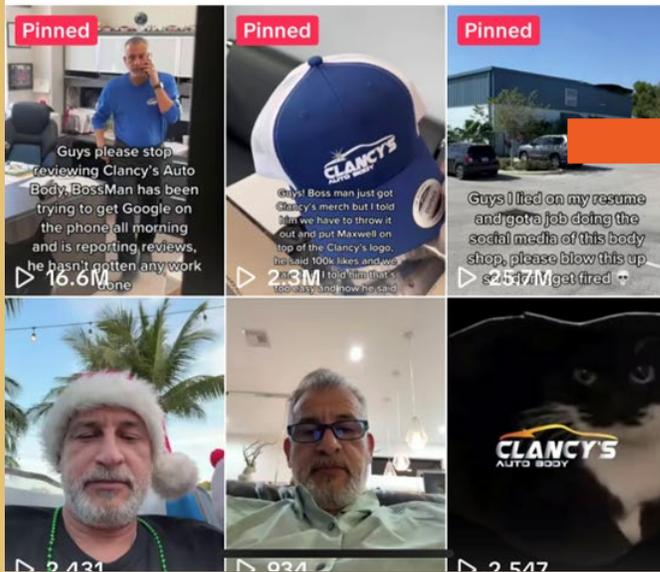
A vibrant tropical beach scene. The sky is a bright, clear blue. In the foreground, there are stylized waves in shades of blue and green. To the left, a brown palm tree trunk is visible. The background is filled with various tropical plants and flowers, including several large pink and white hibiscus flowers. The overall style is bright and colorful.

The First Post Won't Go Viral

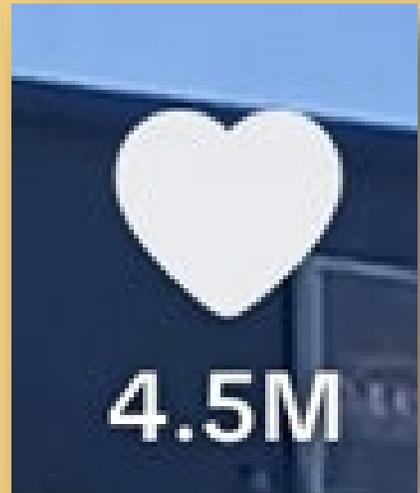
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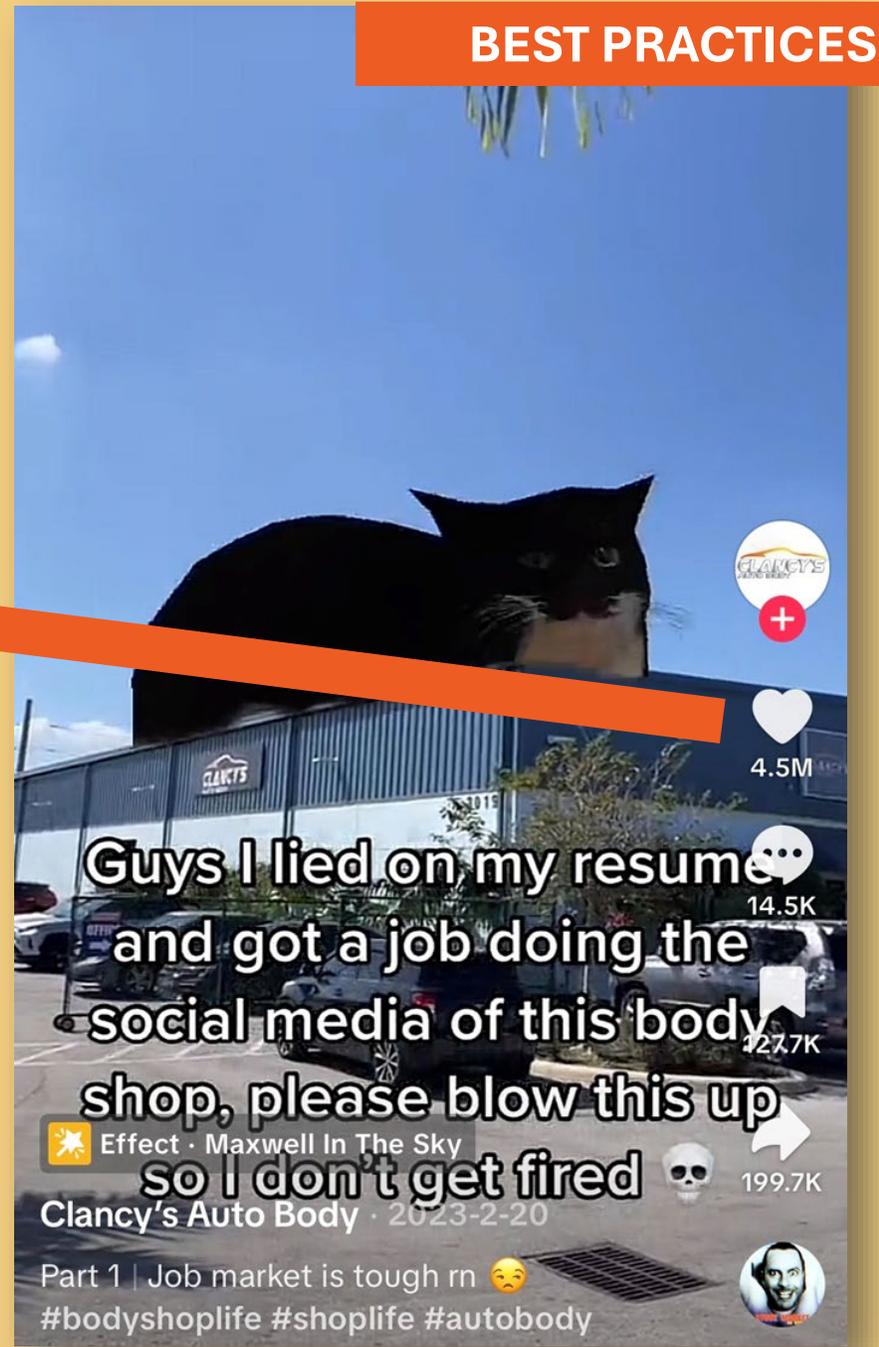

Clancy's Auto Body
 @clancysautobody
 15 Following | 208.2K Followers | 9M Likes
 Follow | Message
 Auto Body Repair Shop in Fort Lauderdale 🌟
 #ClancysCult 🤔🤔
 https://www.clancysmerch.... and 1 more
 The Maxwell Saga



Pinned: Guys please stop reviewing Clancy's Auto Body. BossMan has been trying to get Google on the phone all morning and is reporting reviews, he hasn't gotten any work done. 16.6M
 Pinned: Guys! Boss man just got Clancy's merch but I told him we have to throw it out and put Maxwell on top of the Clancy's logo. He said 100k likes and we'll give him the merch. I told him that's too easy and how he said. 2.3M
 Pinned: Guys I lied on my resume and got a job doing the social media of this body shop, please blow this up so I don't get fired. 25.7M
 2,431 | 934 | 2,547



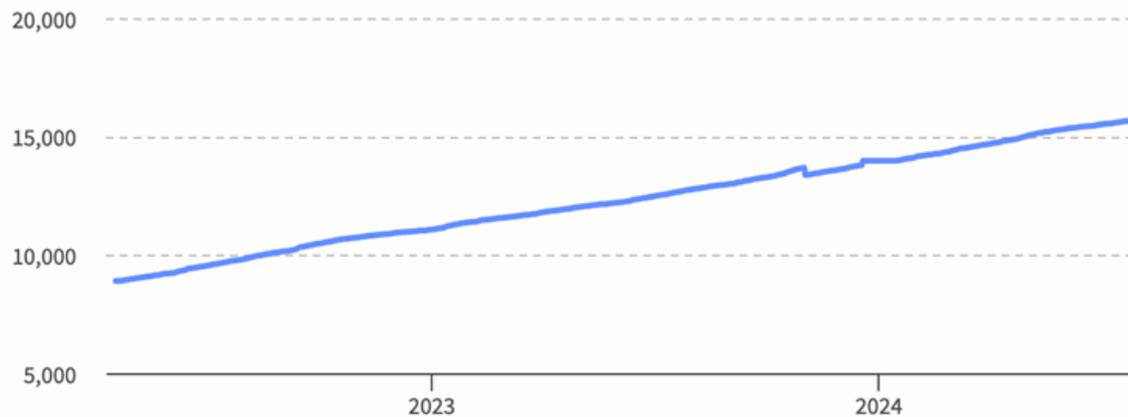
25.7M Plays



BEST PRACTICES
 Clancy's Auto Body
 4.5M
 14.5K
 127.7K
 199.7K
 Effect · Maxwell In The Sky
 Clancy's Auto Body · 2023-2-20
 Part 1 | Job market is tough rn 🤔
 #bodyshoplife #shoplife #autobody

SMACNA Social Media Growth

in Followers

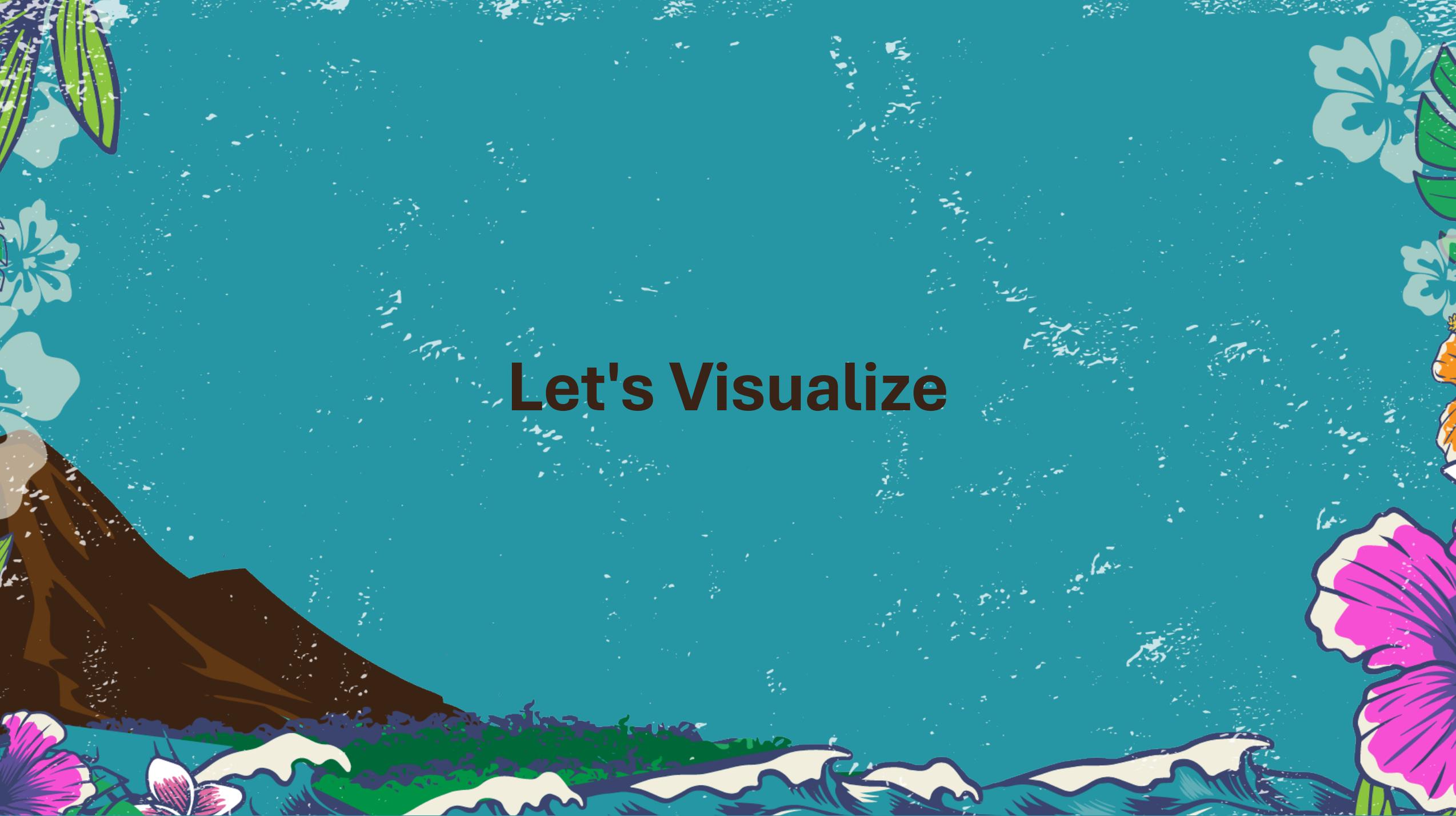


SMACNA Gold Associate Member, **DEWALT** is currently on the Product Show floor showcasing their brand new hanger products.



112 2 comments · 13 reposts





Let's Visualize

Here's What 100 People Looks Like:



Here's What 1,000 People Looks Like:



Here's What 10,000 People Looks Like:



Here's What 100,000 People Looks Like:



Bottom Line:

The Good Content Will Get Out There.

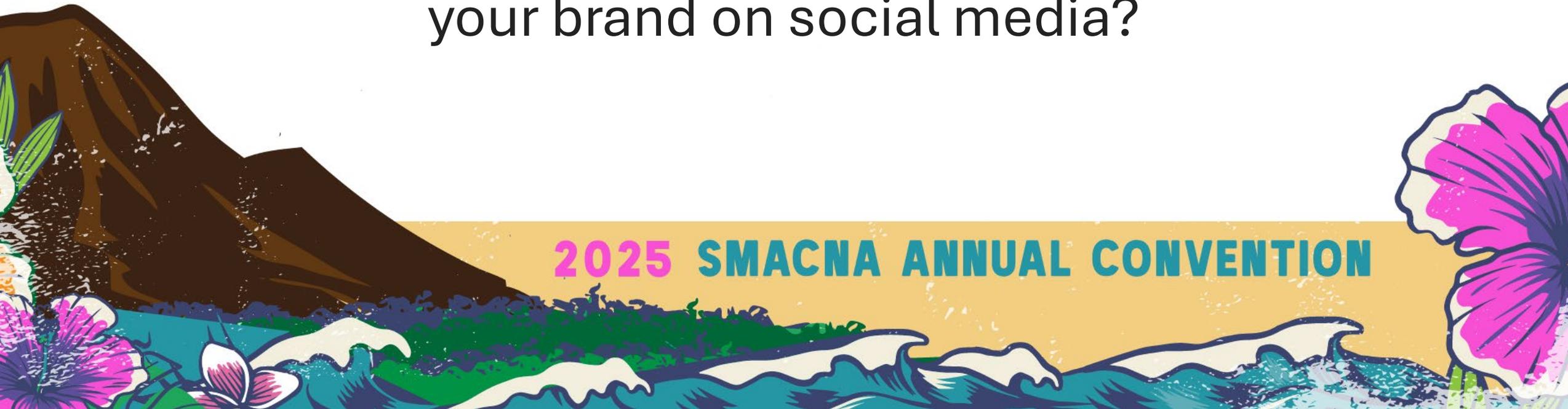


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Optimizing Your Social Strategy

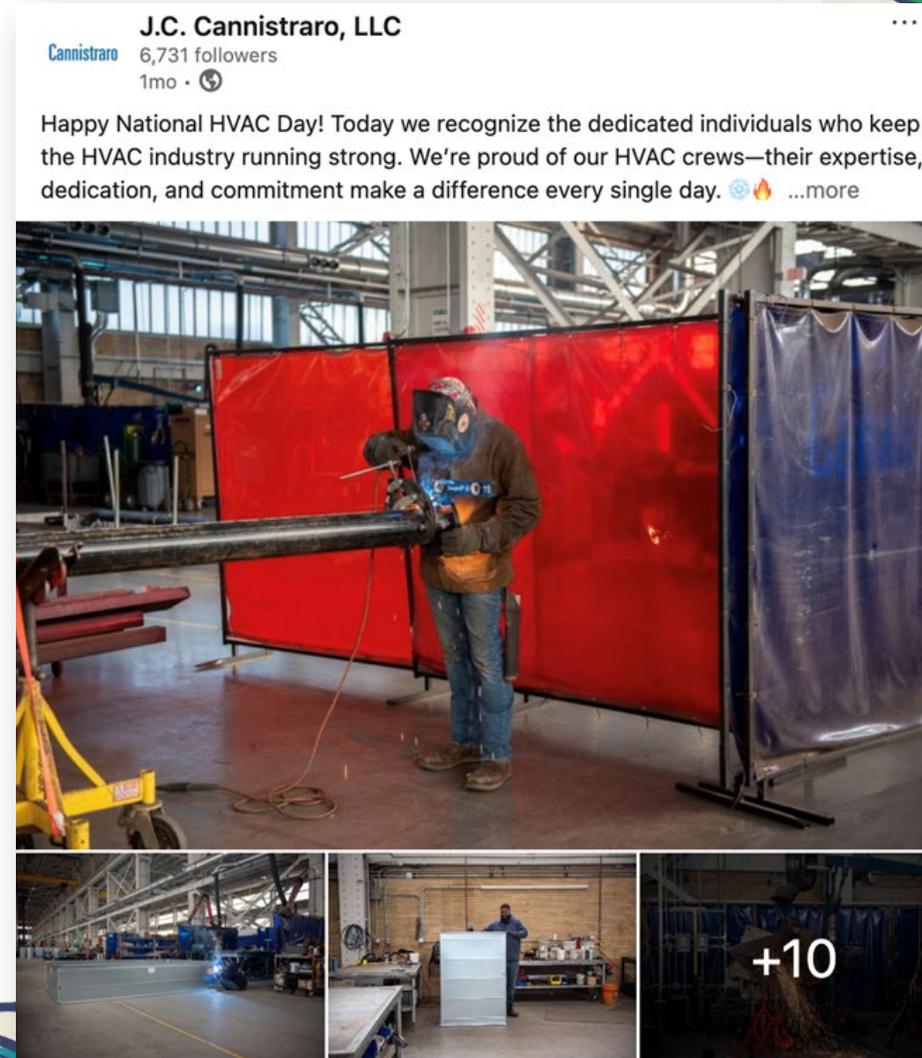
What's stopping you from elevating
your brand on social media?

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Think You're too Busy for Social Media?

- On average, people spend 4 hours and 37 minutes on their phones each day
- Captions are as easy as 1, 2, 3:
“Great to see our third-year apprentice on the welding station this morning, supplying a huge project for us at Sheet Metal Inc.”
- If you're not the caption-creator or "expert marketer", remember the 5 W's!



Content Generation

Unique Project

SSM Standard Sheet Metal
May 21 · 🌐

When you're building for the makers of M&M's.....it's gotta be sweet! 🍬🍭

W... See more

Case Study

The Waldinger Corporation
10,426 followers
4mo · Edited · 🌐

Case Study: Delivering a Data Center in Just 3 Months

How do you build a data center in a fraction of the typical timeline? You bring together the right expertise, adaptability, and relentless teamwork.

In late September 2024, Waldinger was tasked with designing and building a data center—normally a 12-month project—by the end of the year. The team delivered in just over 3 months.

- 11,500+ shop hours, 24,000+ field hours
- 10,000 lbs of metal fabricated daily at peak
- 2,200 feet of underground sanitary piping in 9 days
- Custom-built relief air hoods & innovative installation methods

From mechanical and electrical teams to logistics and safety crews, this project was an all-hands-on-deck effort. The result? A project completed on time, an additional awarded scope, and a team that proved once again: **We Built That.**

👍❤️🗨️ 148

2 comments · 8 reposts

Short and Sweet

Poynter Sheet Metal
3,651 followers
1w · 🌐

A very cool picture of one of our manufacturing facilities.

👍❤️🗨️ 309 · 13 comments · 7 reposts

CONTENT CALENDAR

a 31 Day content Plan for your Brand

Week 1	01	02	03	04	05	06	07
		Safety Month	Spotlight	Shop Tour	Spotlight	Chapter Event	
Week 2	08	09	10	11	12	13	14
		Partner Spotlight	Video		Safety Month	Convention	
Week 3	15	16	17	18	19	20	21
			Spotlight		Spotlight		
Week 4	22	23	24	25	26	27	28
			Spotlight		Spotlight		
Week 5	29	30	31				
			Safety Month				

Goals

Notes

- LinkedIn
- Instagram
- X

Leveraging Your Own LinkedIn Page

- Engage with your company posts
- Reshare
- Offer personal videos of you at the shop/etc.
- People are more likely to connect with a person over a brand

Joseph Lansdell reposted this

Poynter Sheet Metal
5,097 followers
1mo · Edited ·

A lot of planning and coordination happens before our teams hit the job sites. 80% of our duct is coordinated through the Virtual Design and Construction (VDC) process. We are proud of our VDC and field ...more



Kevin Ryan and 98 others 2 comments · 2 reposts

Kevin Ryan · 1st
Chief Executive Officer-C.E.O. at Sheet Metal Werks
[Visit my website](#)
4w ·

Things are literally moving here at [Sheet Metal Werks, Inc.](#) today! This oversized load is one of six headed east bound to our valued contractors. If you tired of excuses & waiting on materials to keep your jobs ...more



Angie Simon, PE and 92 others 16 comments

Content is Everywhere



California Sheet Metal

INTECH MECHANICAL

CONFERENCE ROOM RULES OF ENGAGEMENT

- ◆ **This is a Safe Room**
Physically and Psychologically
- ◆ **Everyone has equal status**
Leave Rank at the Door
- ◆ **Speak up & share your ideas**
Let All Voices Be Equal
- ◆ **Actively listen to others**
Focus and Understand What's Being Said
- ◆ **One conversation at a time**
No Sidebar Conversations
- ◆ **Use E.L.M.O.**
Enough, Let's Move On
- ◆ **Silence phones**
Place On Vibrate Only
- ◆ **Be focused & engaged**
Let All Voices Be Heard
- ◆ **Stay on Time**
Start & Stop On Time
- ◆ **Have fun!**
When We Have Each Other's Backs, Problem Solving Together Is Fun!

Intech Mechanical

SMACNA Member Exclusive Resources



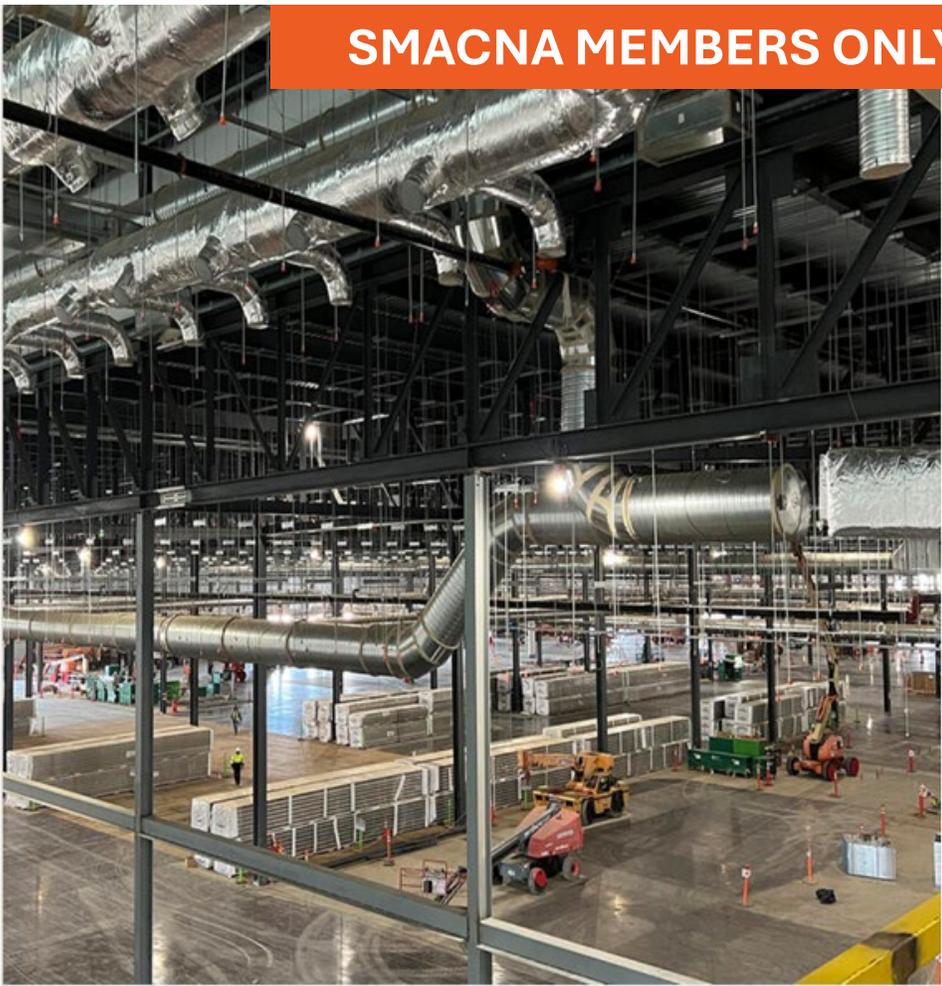
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Your Story Doesn't End When You Hit "Post"



SMACNA Project Spotlight - Seed of Life Memorial (Dayton, OH)

Project Spotlight



SMACNA MEMBERS ONLY

INDUSTRIAL: Tackling One of the Largest Construction Projects in U.S. History

smacna.org • 4 min read

Linda Jennings and 180 others

8 comments · 12 reposts

SMACNews

Step-By-Step with SMACNA's Social Team

Audit & Planning

- Social Media Audit
 - Meeting
 - Reviewing Profiles
- One to three month strategic plan

Additional Resources

- Photo editing
- SMACNA National resharing and engaging with your post
- Connect with our PR team for larger stories to push out to media

SMACNA Highlighting YOU

SMACNA
18,462 followers
11mo · 🌐

Thank you to Chad Bunting, President of Schoppe Co. Inc., for giving us a tour of Schoppe's brand-new facility in Salt Lake City, Utah.

Schoppe Co. also hosted one day of this year's Heavy Metal Summer Experience in Salt Lake City, Utah.



📍 28 1 repost

SMACNA Shop Visits

SMACNA
18,462 followers
1yr · 🌐

Here are some great pictures of a ductwork install from SMACNA member [Holaday-Parks, Inc.](#) in Tukwila, Washington.

Holaday-Parks, Inc.
1,921 followers
1yr · 🌐

Happy Worksite Wednesday! 🎉
Now, this is one way to install ductwork in a shaft! Sometimes, it means working when it's dark and installing prebuilt ductwork. Check out these excellent crane pick images from the UW UDSB job site.

Way to go, team! 🙌

#uwudsb #holadayparks #hvac #seattlemechanical #uw

See more of our projects at <https://lnkd.in/gwGp5jDY>



SMACNA Reposting Content

SMACNA
18,462 followers
8mo · 🌐

The Partners in Progress team of SMACNA's Tomco Mechanical and SMART Local 28 are building a new Top Pot in the Staten Island Mall in New York. [#SMACNA #SMART International Association of Sheet Metal Air Rail & Transportation Workers](#)



👍 75 1 comment

SMACNA/SMART Collaboration

SMACNA Content

During National Careers in Trades Week, we want to provide you with the reasons why you sh... See more



We are thrilled to kick off the first-ever National Careers in Trades Week! From April 7 to... See more



As the first National Career in Trades Week comes to a close, we want to share some statistics... See more

NATIONAL CAREERS IN TRADES WEEK April 7-11, 2025

89% OF PARENTS OF TEENS
 THINK IT'S SMART FOR YOUNG ADULTS TO CONSIDER TRADE CAREERS.

47% OF PARENTS OF TEENS
 HAVE HAD THEIR CHILD MENTION WANTING TO GO INTO A TRADE.

*February 2025, Wakefield Research

SMACNA SMART International Training Institute.
For the Sheet Metal and Air Conditioning Industry

How Can This Impact Your Business?

Social Media = Money



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Research Shows...

THE VALUE OF SOCIAL MEDIA

4 hours
37 minutes



71%

of consumers who have had a positive experience with a brand on social media are likely to recommend it to others

"Social Media has increased my brand exposure"

90% of marketers

76% Gen Z and Millennials likely to work for a company with a digital presence

9.21% Ad conversions vs 2.35% for Google Ads

63% of homeowners and clients search online before hiring a contractor

71% of people trust online reviews as much as personal recommendations

Spinning a Negative Into a Positive

How did you make your customer happy?

Customer feedback helps companies grow



What's Ordinary to You is Extraordinary to Your Audience



Post About Your Convention Experience

- Convention photos that you can use right now ➤
- "People are rare to change; change requires inspiration or desperation"





Did I Achieve the Three Goals?

Do you understand the current social media best practices?

Do you know what SMACNA National can do to help your business grow on social media?

Do you think that social media is worth your company's time?

Questions?

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Complete the Survey

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Contact Me

Cody Shook

cshook@smacna.org



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THANK YOU

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