Changing perceptions and recruiting have their own building materials: content. Marketing strategies are pointless without valuable content to communicate your message in an engaging way.

**WHAT IS CONTENT?**

In construction recruitment, we have a number of different crucial concepts we need to share with the world. So, what are the different mediums we can use to communicate those messages?

The most common forms of digital content include:

- Blog posts
- Videos
- Infographics
- Guides and how-tos
- White papers and research reports
- Testimonials
- Feature pieces

In most cases, the content you produce will be hosted on your company’s website (the exception being videos, which are usually uploaded to YouTube or another video host and then embedded on your site).

Regardless of what type of content you choose to create, it’s important to make sure that it’s high-quality work and aligns with your company values and the messages you need to communicate.

**THE KEYS TO GOOD CONTENT**

**FOUR KEYS TO GOOD CONTENT**

- Credible
- Consumable
- Searchable
- Shareable

Keep your audience interested by varying your types of content:

- Photos and videos from construction sites.
- Profiles of craft professionals in your organization.
- Success stories of organizational leaders who rose in the ranks.
- Feature pieces on completed construction projects with before/after photos.
- Step-by-step guides on how to apply for an apprenticeship or other training.
- Infographics with industry research and statistics.
- Testimonial videos from craft professionals about why they like their career.
- Blogs about the benefits of a construction career.
CREDIBLE

As your authority grows, so does your reputation. Your company’s image could soar within the industry as well as with your target audience and the general public. Becoming a thought leader is important as we work to shift perceptions of construction and craft careers.

Links to and from your website are a great way to become reputable and an authority on the subject.

When other websites link to your website, it shows they agree with you or they can verify your information. When you link to other websites, it shows you do your research and are citing sources for any claims you make.

There are three main types of links:

- **External Links** — Links you make to pages on other websites.
  - When you include stats or data in a post, remember to reference your source with a hyperlink.

- **Internal Links** — Links you make to other pages on your own website.
  - If you write a blog post and mention a topic you’ve already written about, you can link to your previous article.

- **Back Links** — Links made by other websites to a page on your website.
  - You can earn backlinks by creating high-quality, shareable content.

*Producing high-quality and informative content showcases your company’s expertise and insight into the industry.*
Even with amazing writing, epic video shots and great editing, your formatting must be consumable or you’ll miss out on reaching a major portion of your audience.

BLOGS AND WRITTEN CONTENT

Sorting your way through a massive text chunk is not a pleasant experience. It strains your eyes, it’s easy to lose your place, and it seems more difficult to remember the most important take-aways.

In your written content, it’s important to avoid this issue.

People who are still in the early stages of learning about and exploring the industry will be more receptive to content that is scannable and friendly on the eyes.

Here are a few tools at your disposal that can help make your content easier to read.

- **Headers and Sub-headers** — Break up your writing into sections and make your work easy to scan.
- **Bullet Points** — Present lists in straightforward and eye-catching ways.
- **Pull Quotes** — Make the most important lines stand out.
- **Bolded Words** — Focus attention on keywords.
- **White Space** — Help the brain process the information by limiting paragraphs to two or three lines.
- **Images** — Reinforce ideas and themes through visual means.

You want to make your content as easy to digest as possible.
VIDEOS

While it’s good to have some longer videos for in-depth topics, the majority of your videos should be relatively short.

If possible, keep your videos under a minute long, especially if they’re being posted on social media. If you have a longer video, you can cut a 10-15 second clip to use as a preview and then provide a link to the full version, which should still be reasonable.

BYF SOCIAL MEDIA CLIPS

For BYF’s longer videos, we like to edit a short snippet to use as a preview for the full-length version.

In this video interview with Jimmy Greene, President/CEO of ABC Greater Michigan Chapter, we cropped a 7-second clip from the end of the video where Jimmy is summarizing his points. The short clip captures attention on Twitter, and those interested in the more in-depth explanation can click the link to watch the complete interview.

Best practices for video content:

- Keep most videos under a minute long.
- 7–15 second videos perform well on social media.
- Add subtitles.
- Upload video files directly to social platforms rather than linking to a YouTube video — they will auto-play on Facebook and Twitter.
Most people don’t find a website for the first time via the site’s homepage. They find it by typing a phrase or keyword into a search engine and then clicking through the top results.

Similarly, most parents wouldn’t know the name of the construction companies or associations in their area if they had no previous involvement in the industry.

Think about what a parent might be searching for on Google. Imagine a father whose child is a sophomore in high school and wants to help them choose a career path. What could they type?

“Jobs that pay well”
“Careers with low-debt education”
“What jobs are in demand?”

Those are all generic searches, but they can all apply to careers in construction. By creating content about those topics, you could appear in search results and have a chance to earn their eyes.

A parent who is lukewarm about their child working in construction is going to have questions and concerns. By providing answers and reassurances through content, you’re helping to make a difference.
To get started, here are some construction recruiting keywords aimed at parents, teachers and other influencers you can use on your website in page headers and content copy:

CONSTRUCTION KEYWORDS FOR PARENTS AND INFLUENCERS

1. Apply for construction jobs
2. Best career for my child
3. Best construction jobs
4. Building and construction jobs
5. Building careers
6. Building construction careers
7. Career exploration for parents
8. Career opportunities in construction
9. Career path
10. Career path for my child
11. Careers for my child
12. Careers in building and construction
13. Careers in construction
14. Cheaper options than college
15. Cheaper ways to start a career
16. Choosing a career
17. Choosing a career path
18. College too expensive
19. Construction apprenticeships
20. Construction careers
21. Construction careers for my daughter
22. Construction careers for my son
23. Construction industry employment
24. Construction job opportunities
25. Different career paths
26. Entering the job market
27. Entry level construction jobs
28. Find a career path
29. Good paying construction jobs
30. Help choosing a career
31. Helping my child pick a career
32. Highest paying construction jobs
33. Is college the right choice
34. Job opportunities for my child
35. Job options for my child
36. Jobs after high school
37. Jobs for my child
38. Jobs in construction companies
39. Jobs in construction field
40. Jobs in construction industry
41. List of careers in construction
42. Minorities in construction
43. My child’s future career
44. My child’s career
45. Should my child choose construction
46. What career for my son
47. What career should my child choose
48. What should my kid do for work
49. Where to find construction jobs
50. Women in construction

You’ll need to do your own keyword research to see which keywords might be most effective for you.

Content is a major component of search engine optimization (SEO).

To learn more about SEO, check out the Websites section of the Additional Platforms module.
SHAREABLE

It’s great when your audience reads and watches your content. But it’s even better when they share it.

When your content gets shared, you have a better chance to reach new people outside of your existing network.

WHAT MAKES CONTENT SHARABLE?

🌟 Validate Your Audience

» Find topics that people are passionate about and make points that support those opinions.

🌟 Be Visually Appealing

» Images such as quote graphics should be crisp and properly formatted for the platform it’s shared on. Blurry or pixelated photos that are awkwardly cropped won’t perform as well.

» Be sure to optimize your content for link preview cards on Facebook and Twitter. These cards are what displays when you post a link; when done properly, it should show an image from the page as well as a headline and description. Preview cards are eye-catching and make it clear to people scrolling that there is something to click on.

Content that is presented well is more shareable.

For recommended image dimensions for Facebook, Twitter and Instagram, check out the Social Media section of the Gaining Traction module.
HOW TO MAKE A TWITTER CARD

In addition to link previews that naturally display when you share a link to Twitter, you can create custom displays for links via Twitter Cards.

1. Go to the Twitter Ads Manager at ads.twitter.com.

2. Click “Cards” under the “Creatives” tab in the top left of the page.

3. In the top right of your Cards Library, click Create Card — you will most often use Website Card (for images) or Video Website Card (for videos).

4. Create your card by adding media, a headline, and the URL you want to link to, as well as the card name to help identify the card in your library. (Note: Images should be either a 1:1 or a 1.91:1 ratio.)

5. Save your card. You can now create a post with it from your Cards Library. We recommend bookmarking your Cards Library for easy access.
You can also get a head start on themed blogs and videos by preparing a content calendar at the beginning of the year. There are a number of construction-related topics that are celebrated throughout the year — make note of these and prepare accordingly. Some of the special events include:

- **Career and Technical Education Month** (February)
- **Women in Construction Week** (March)
- **Construction Safety Week** (May)
- **Careers in Construction Month** (October)
- **National Apprenticeship Week** (November)

There are also national holidays as well as seemingly endless “hashtag holidays” that you might be able to create content for. You'd be amazed at how many ways you can tie in your organization to fun events like the “International Day of Happiness” or “World Emoji Day”!

Social media is a great way to pick up on what news and ideas the world is discussing right now. You can contribute to the conversation and start engaging people by sharing your own content about the topic.

Every March, the National Association for Women in Construction (NAWIC) holds Women in Construction Week. With the industry rallying around this theme, this would be a great time to publish blogs and videos that highlight women in the crafts.