



# SOCIAL MEDIA TOOLKIT

## CCIFP Month

Show your commitment to your profession and lifelong learning during CCIFP Month in August. Use the #CCIFPgoals on social media to share what your CCIFP certification means to you.

Don't be shy about posting and sharing updates throughout the day. Ideally, you should aim to post at least once or twice a week on your favorite social media platforms. Focus on early in the morning, lunchtime, after work, and on Saturdays and Sundays.



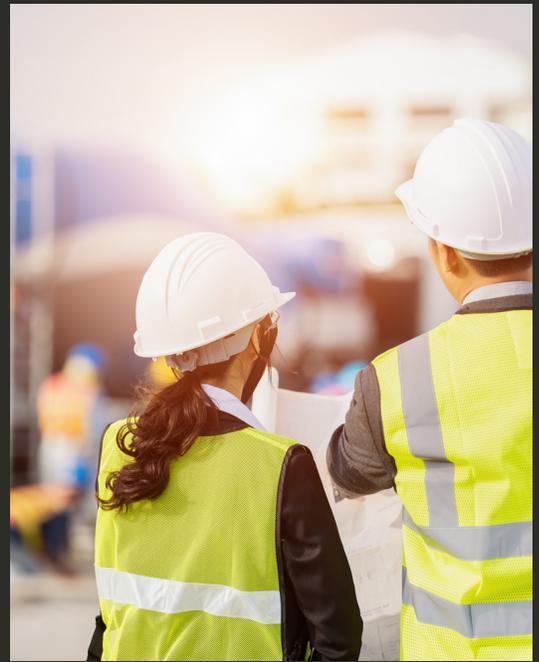
CERTIFIED  
CONSTRUCTION  
INDUSTRY FINANCIAL  
PROFESSIONAL

A DIVISION OF CFMA

# Sample Posts

You can modify these messages and add appropriate images to use on different platforms.

- August is CCIFP Month and I am a proud CCIFP! #CCIFPgoals
- Happy CCIFP Month to all my fellow CCIFPs! #CCIFPgoals
- CFMs helping their company one project at a time #CCIFPgoals
- #CCIFPs it's your month to share your commitment to lifelong learning and professional development by earning certification! #CCIFPgoals
- A day in the life of a construction financial manager! #CCIFPgoals
- #Accounting is my SUPERPOWER! #CCIFPgoals
- I earned my CCIFP because <provide your reason>. Why will you earn your CCIFP? #CCIFPgoals



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# Action Items

- Share photos and/or videos of yourself in the office or jobsites
- Share industry articles
- Inspire your peers to get their CCIFPs
- Share your reason for earning your CCIFP
- Use hashtags related to your post, including #CCIFPgoals, #CFM, #Construction, #Accounting so others can join the conversation
- Connect with thought leaders by tagging them as well as your followers and peers
- Tag @CFMA and @CCIFP\_cert in your posts
- Use images, GIFs, videos, and other materials to get your messages to stand out
- Use the CCIFP Month social media graphics

