



MONTH 2024
#CCIFPgoals

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SOCIAL MEDIA TOOLKIT

CCIFP Month

Show your commitment to the construction finance profession and lifelong learning during CCIFP Month this August!

Tag @CFMA and @CCIFP and use the hashtag #CCIFPgoals on social media to share what your CCIFP designation means to you and how it has helped your career and company.

Don't be shy about posting and sharing updates at least once or twice a week across your favorite social media platforms. Focus on early in the morning, lunchtime, after work, and on Saturdays and Sundays.

Sample Posts

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

- August is @CFMA's CCIFP Month, and I am a proud CCIFP! #CCIFPgoals
- Happy @CFMA CCIFP Month to all my fellow CCIFPs! #CCIFPgoals
- Construction financial professionals help their company one project at a time #CCIFPgoals @CFMA
- @CCIFP month — Now is the time to share your commitment to lifelong learning and professional development by becoming a CCIFP! #CCIFPgoals
- A day in the life of a construction financial professional! #CCIFPgoals
- #Accounting is my SUPERPOWER! #CCIFPgoals
- I earned my CCIFP because <provide your reason>. Why will you earn your CCIFP? #CCIFPgoals
- The biggest value-add I've experienced since earning my CCIFP is <insert your answers here>. Are you ready to get started? #CCIFPgoals
- While studying for the CCIFP exam, my favorite resource was <insert your answer and why here>. Now's your time to get started! #CCIFPgoals

Action Items

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

