

ENGAGEMENT REPORT: SOCIAL MEDIA



Our members are online — so CAWP is too! We're meeting our audiences where they are, delivering timely updates, industry advocacy, and career pathways through Future Road Builders, Yinz Good?, and CAWP social channels. Through digital connection, we're making sure construction careers, workforce development, and member resources are accessible to the industry.

A Picture and Movement for the Win!

98% images get more comments than just text

596% growth in multi-image posts drive more engagement as compared to text

Video drives **5X** more engagement than static posts

We're Everywhere

1,700+

The number of posts shared annually through the brands:

Future Road Builders > Facebook, Instagram, and LinkedIn: **780**

CAWP > Facebook and LinkedIn: **520**

Yinz Good? > Facebook, Instagram, and LinkedIn: **468**

Each brand highlights different facets of our mission

CAWP

- Member news
- Advocacy updates
- Event highlights

Future Road Builders

- Career path storytelling
- Educational resources
- Recruitment ads

Yinz Good

- Workforce support
- Community partnerships

Top Performing Paid Post for Future Road Builders

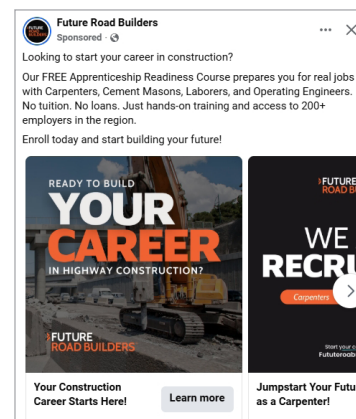
In 2025, we invested nearly \$3,000 in six ads for Future Road Builders to drive interest in construction career pathways.

TOP ADVERTISEMENTS



Ready to Build Your Career Carousel Advertisement

Reach: 114,409
Unique Clicks: 3,608
Engagement Rate: 3.15%



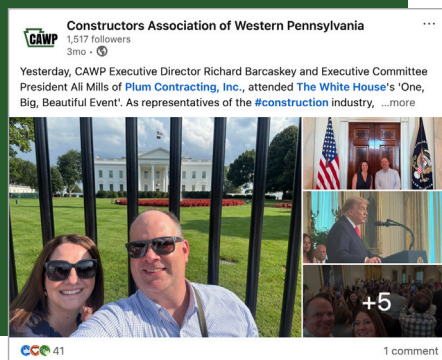
Debt-Free Education Advertisement

Reach: 19,850
Unique Clicks: 532
Engagement Rate: 2.68%



LinkedIn Engagement Rates on the Rise

LinkedIn is proving to show not only follower growth, but the best overall engagement, building meaningful connections within the industry.



Follow us to stay connected, informed, and inspired by the good we're doing together: CAWP.org/social