

## CAWP Highlights Digital Connection Efforts in New Report

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.

Follow us to stay connected, informed, and inspired: [cawp.org/social](https://cawp.org/social)

### ENGAGEMENT REPORT: SOCIAL MEDIA



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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

#### 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: 500

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

#### 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

<p><b>Ready to Build Your Career</b>          Carousel Advertisement</p> <p>Reach: 114,409          Unique Clicks: 3,698          Engagement Rate: 3.19%</p> 	<p><b>Debt-Free Education</b>          Advertisement</p> <p>Reach: 19,850          Unique Clicks: 532          Engagement Rate: 2.68%</p> 
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**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.



11/2025

[VIEW REPORT](#)

**Bring Joy to Children in Our Community This Holiday Season!**



Join the CAWP CLC in collecting toys for the Salvation Army's Treasures for Children toy drive. The holiday season can be challenging for many families. Our goal this year is to meet or exceed last year's incredible donation of more than 700 toys. Help the CLC reach its goal and make the holidays brighter for children in western PA!

Join us in supporting our local communities by getting involved in the following ways:

- Place a collection bin/box in a common area with a copy of the collection flyer. Feel free to add YOUR corporate logo to the signage to illustrate your company's partnership with the CLC program!
- Communicate the CLC Toy Drive program to employees, family, and friends through flyers, email, paycheck inserts, etc.
- Deliver toys to CAWP, 800 Cranberry Woods Drive, Suite 110, Cranberry Township, PA 16066 on **Thursday, December 4th**, from 9:00 a.m. to 4:00 p.m. and **Friday, December 5th**, from 9:00 to 11:00 a.m.

To make a monetary donation, please make checks payable to the Salvation Army. Mail the check to CAWP or drop off during the scheduled donation drop-off times.

Should you have any questions, please contact Emily at [emilym@cawp.org](mailto:emilym@cawp.org).

CAWP Collection Flyer

CAWP Member Collection Flyer- Add Your Logo & Collection Info

### ***Not sure what toys to buy?***

While any toy donation will bring joy, if you'd like some ideas, our CLC Amazon Wish List offers suggested toys that ship directly to the Association office- no drop off needed!

[CLC Amazon Wish List](#)



# wishlist

## **Shop for Exclusive CAWP Gear on Our Website!**



Visit the CAWP Online Store- your one-stop shop for exclusive gear! Explore a wide selection of apparel, hats, safety gear, drinkware, and more, all proudly featuring the CAWP or H2AP logo.

To place an order, simply set up an account. For your convenience, directions are readily available on our website.

Plus, **several CAWP member companies** have added their own logos, giving employees the option to purchase items branded with their employer's logo!

**If you would like to add your company logo to the online store, please contact Emily Marotte at [emilym@cawp.org](mailto:emilym@cawp.org).**

## Search the Apprenticeship Readiness Course Candidate Dashboard

Now you can find the right person for your organization and easily search for candidates who have taken the Apprenticeship Readiness Course. These participants are interested in a career in the highway construction trades and reside in western Pennsylvania.

Within the candidate's profile, you'll find applicable equipment experience, certifications, training or vocational school attendance, and more.

To access the Candidate Dashboard, visit the link and enter the password for full access!

[Access the Candidate Dashboard](#)

Password: frbarcdashboard2025



### How to Use the Dashboard

## Did you use the Candidate Dashboard from the Apprenticeship Readiness Course to hire recently?

Please answer this brief survey to let us know if you've recently hired someone from the list of candidates. This information will help guide and offer insight for future workforce development tools.

[Take the Survey](#)

# MENTAL HEALTH **MINUTE**

**YINZ  
GOOD?**

Gratitude is a powerful practice that can boost happiness, improve relationships, and enhance overall well-being. When you incorporate gratitude activities and exercises into daily routines, you develop emotional awareness, resilience, and a positive mindset.

To cultivate gratitude, Positive Psychology outlines why being grateful matters, the basics of practicing gratitude, as well as a variety of exercises and activities that can help strengthen this skill.

[Learn More](#)

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**Connect with YinzGood? online - find us on  
Facebook, Instagram, and LinkedIn!**



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## Recent Bulletins

November 11  
Holidays – Thanksgiving & First Day of  
Buck Season Observance  
**CAWP Labor Bulletin #8-25**

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## Proud Chapter



**AGC**  
THE CONSTRUCTION  
ASSOCIATION

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