

SOCIAL MEDIA GUIDANCE

2026 Annual Meeting

Use **#CECAAnnualMeeting** when posting!

WHERE TO POST



LinkedIn is the most effective social platform for sharing insights from a leadership-focused, professional event like our Annual Meeting. It's where our clients, partners, peers, and future talent already engage with professional insights and leadership perspectives.

Why LinkedIn works best for this event:

- It reaches CEC's most relevant audiences: clients, partners, industry peers, and recruits
- Posts from individuals are more visible and trusted than brand-only posts
- It reinforces CEC's leadership, expertise, and culture
- Content has a longer lifespan and can be discovered days or weeks later

WHEN TO POST

There's no "perfect" time. Posting should feel natural and comfortable. That said, these moments tend to work best:

During the Annual Meeting

- After a session that sparked a meaningful takeaway
- During breaks or social activities
- End of Day 1 or Day 2 with a reflection on new connections or insights

Soon After the Event

- A short recap or leadership takeaway
- A reflection on how the meeting will influence your team or work moving forward

Posts do not need to be immediate. Thoughtful reflections shared after the event are just as valuable.



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WHAT TO POST

Content That Works Well

- Key insights or high-level lessons from presentations and/or breakout sessions
- Reflections on leadership, strategy, or cross-company/inter-practice collaboration
- Pride in CEC's culture, people, and employee ownership

Photo Ideas

- Your table(s) during meeting & breakout sessions
- Photos with colleagues or cross-discipline teams
- Fun at the Evening Reception
- Action shots during the CityHUNT scavenger hunt
- A selfie with a team member you don't see in-person often

TIP: Photos with people & faces perform the best.

Simple Copy Starters

- Grateful for the opportunity to connect with leaders across Civil & Environmental Consultants, Inc. at the #CECAAnnualMeeting.
- Always valuable to step back and align with colleagues at Civil & Environmental Consultants, Inc. #CECAAnnualMeeting
- Thoughtful discussions and meaningful connections at the Civil & Environmental Consultants, Inc. #CECAAnnualMeeting
- Leadership conversations like these are what keep Civil & Environmental Consultants, Inc. moving forward. #CECAAnnualMeeting
- Great reminder of the importance of alignment and leadership at Civil & Environmental Consultants, Inc. #CECAAnnualMeeting
- Leaving the #CECAAnnualMeeting energized by the leadership and collaboration at Civil & Environmental Consultants, Inc.
- Strong conversations around leadership, growth, and the future at Civil & Environmental Consultants, Inc. #CECAAnnualMeeting
- Great couple of days with Civil & Environmental Consultants, Inc. colleagues at the #CECAAnnualMeeting.
- Strong discussions and even better connections at Civil & Environmental Consultants, Inc. #CECAAnnualMeeting

TIP: To properly tag CEC when posting, type the @ symbol before Civil & Environmental Consultants, Inc. A drop-down menu should appear. Select our company from the list.

